THE BOATING INDUSTRY

a Trade Paper

For The Trade ONLY

New York - Chicago

January 15th 1957

The Business Paper of Pleasure and Commercial Boating

Campbell's Giant Jet Boat Betters its Own World Record—225 mph Avg. with Mobiloil!

Whooshing across Coniston Water, England, like a cruising roman candle, Donald Campbell's Bluebird pushed its own world speed mark to a new high. Bluebird hit a top speed of 286 mph for an official A.P.B.A. average of 225.6 mph.

Before this epic run, Campbell saw that his unique 2½-ton craft was filled with Mobil gas turbine fuel . . . its power plant protected with Mobiloil. The results speak for themselves.

* * *

Record performance like this helps Mobil sales for you. Why sell anything less?

America's Best Sellers **Mobil Marine Products**

SOCONY MOBIL OIL COMPANY, INC., and Affiliates: MAGNOLIA PETROLEUM COMPANY, GENERAL PETROLEUM CORPORATION

More Data No., Socony Mobil Oil 1

"Duradeck"

NEW . . . Model S-197RD, 19' x 85" x 44", Sport Cruiser. Upholstered foam seats and backrests. "Duradecking." Use with any single or twin outboards.

NEW . . . Model S-167RD, 15'10" x 69" x 35", Deluxe Runabout. Upholstered foam seats and backrests. "Duradecking." Self-bailing motor well. Rated to 40 HP.

NEW . . . Model S-147RD, 13'9" x 62" x 30", Deluxe Runabout. Upholstered foam seats and backrests. "Duradecking." Rated to 33 HP.

A DURATECH FIRST

NOW . . . Duratech aluminum boats with a new and colorful flair. "Duradeck", a brilliant coral-colored decking material that gives "high-styling" to "performance-perfect" Duratech Aluminum Boats.

"Duradeck" . . . is completely abrasive resistant, neither emery or coarse sandpaper will mar or affect its beauty. "Duradeck" . . . is a safe skid-proof deck material. "Duradeck" . . . is permanently maintenance-free; it won't flake or chip.

"Duradeck" is now available on all standard and deluxe Duratech Sealine Runabouts with matching upholstered seats and backrests.

You haven't seen anything 'til you've seen the all-new and colorful Duratech line at the Boat Shows in . . .

New York	Cleveland
Chicago	Boston
Baltimore	Philadelphia

SEND TODAY FOR COMPLETE DEALER DETAILS AND NEW CATALOG.

DURATECH
Aluminum boats

More Data No., Duratech 2

Accepted as controlled circulation publication at St. Joseph, Mich.
Published eight times a year by the Boating Industry, 505 Pleasant St.

nine new Evinrudes

...nine new reasons why "the future's fine" for Evinrude dealers!

Spring—summer—fall—*right around the calendar*—it's wonderful to be an Evinrude dealer! Particularly *this* year, with a brilliant line of nine new Evinrudes that top anything that's gone before.

In the boating industry, it's *Evinrude* that leads in helping its dealers make year-around profits through year-around selling. With powerful seasonal promotions designed for maximum local impact. With full-color campaigns in America's biggest-circulation family magazines. With the industry's largest and most consistent *year-*

around campaigns in the boating and outdoor field. With strong campaigns in the biggest men's and hobby magazines. With nation-wide television and radio campaigns. With a full range of the most potent dealer aids to help maintain maximum store traffic.

There are current franchise opportunities for a limited number of aggressive marine service dealers who *believe* in selling 12 months of the year. For information about opportunities in your area, write EVINRUDE MOTORS, 4376 N. 27th St., Milwaukee 16, Wisconsin.

Evinrude

quiet outboard motors

A Division of Outboard Marine Corporation. In Canada: Manufactured by Evinrude Motors, Peterborough

B.F.Goodrich

Plastic marine line offers outstanding protection and buoyancy . . . and looks good doing it!

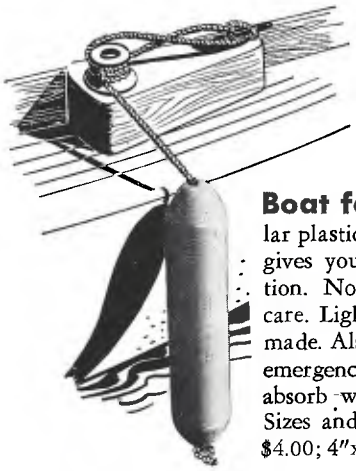
On, in or near the water, B. F. Goodrich marine line outperforms and outlasts any similar cork product. Molded of tough cellular plastic, these B. F. Goodrich marine products are unbreakable, unsinkable and lightweight; need no paint or maintenance, cannot rot and are unaffected by oil or grease.

Ring life buoy: Yachtsman's version of larger-sized CGA approved models. One piece, lightweight cellular plastic. Unmatched buoyancy per cubic foot. No filling, no cover, needs no care. Will not rot or absorb water. Retail prices: 20" (U. S. Coast Guard approved)—$15.00; 18"—$10.00; 15"—$8.50.

Handi-Floats: Anyone can make exactly the right fender, buoy, marker, lifeline, plaything with these new type flotation units. Made of cellular plastic. Proved best float material by commercial fishermen. Three sizes —in any combination—solve all flotation needs. Permanently buoyant. Cannot rot, absorb moisture. Air-dries in seconds, lightweight, tough. Sizes and retail prices: 3"x3" with ½" hole—35¢; 4½"x5½" with ¾" hole—65¢; 4"x6" with ¾" hole—$1.00; 6"x7½" with 1¼" hole—$2.75.

'Nicer ice bucket: Best ice bucket . . . at any price. Keeps ice useable up to 48 hours. Keeps hot foods hot and fresh. Unbreakable, soft, resilient surface. Unsinkable. Lightweight, smart design, holds full gallon. Available in red, blue, yellow, green, black & white. Retail price $9.95 with basket, without $8.95.

Flutterboard: Best all-around flutterboard available. Made of most buoyant material known. Supports 150 lbs. in water. Unbreakable, resilient, does not absorb moisture. Smooth, soft surface, safe for all uses. One solid, color-fast piece. Weighs only 12 ounces. Retail price $3.95.



Boat fender: One-piece, cellular plastic fender absorbs the shocks, gives your boat unmatched protection. No filling, no covering. No care. Lightest, most buoyant fender made. Also serves as float marker or emergency life preserver. Will not absorb water. Air-dries in seconds. Sizes and retail prices are 3"x15"—$4.00; 4"x18"—$6.00; 5"x24"—$9.00.

B.F.Goodrich

For quantity prices and more information write B. F. Goodrich Sponge Products, A division of The B. F. Goodrich Company, 338 Derby Place, Shelton, Connecticut Made under Pat. No. 2,737,503.

More Data No., B. F. Goodrich 4

All new '57 ARISTO-CRAFT Avalon "15"

. . . America's Incomparable Pace-setter Ready Now!

Dazzling! Daring! Dashing!

- Bold New Jet-Flite Styling
- Performance—Terrific's the Word
- Quality—Flawless in Every Detail

ONLY ARISTO-CRAFT HAS GEAR-STEER

Aristo-Craft, the pacemaker, makes another notable contribution to boating safety, comfort and performance! New GEAR STEER, once available only at premium prices, is standard equipment on all Aristo-Craft's at *no extra cost.* Bronze gears and one steel rod encased in lubricant eliminates hazardous rigging and backlash—insures instantaneous exhilarating response. Another reason why Aristo-Craft is the unmistakable leader.

SELL AMERICA'S MOST WANTED BOAT AND MAKE MORE MONEY!

Glamorous speed-sweep styling . . . the triumph of Hydra-Flight engineering which masters gravity, friction and buoyancy . . . Revolutionary Gear-Steer . . . these are three of many features which clearly say — ARISTO-CRAFT LEADS! Aristo-Craft designers and engineers employ mass production techniques in the nation's newest, most modern plant. The result: You offer your customers value no other manufacturer can equal. You capitalize on the industry's hardest hitting factory-paid advertising campaign. Aristo-Craft — the most honored name in outboards! They're first in demand in every city in the land. To sell more boats easier . . . you'll be wise to join the team that's rocking the industry.

DESIGN HONORED THE WORLD OVER

3 MAGNIFICENT MODELS READY FOR IMMEDIATE DELIVERY

In everything that makes a sports boat a pleasure to own, Aristo-Craft commands special attention, yet they cost no more than ordinary boats.

Sea Flash "13"	$547.00
Torpedo "14"	647.00
Avalon "15"	779.00

Prices F.O.B. Atlanta, fully equipped.

MEET US AT THE SHOWS IN NEW YORK, CHICAGO, SAN FRANCISCO, MIAMI, ATLANTA AND NUMEROUS OTHERS.

SEE IF YOU CAN QUALIFY FOR VALUABLE FRANCHISE

A limited number of dealers will be chosen now to represent [redacted] Wire. [redacted] or write to see if you can qualify.

More Data No., Atlanta Boat 5

NEW CHRIS-CRAFT 46-FT. CONSTELLATION flush-deck motor yacht offers twin-engine options up to 470 total horsepower, including diesels; speeds to 25 mph. Sleeping accommodations for ten, in five separate cabins, with deckhouse, galley and dinette. Wardrobe and toilet facilities fore and aft.

46-FOOT "CONSTELLATION" by Chris-Craft . . .

NEW CHRIS-CRAFT 24-FT. SEMI-ENCLOSED CRUISER offers engine options to 105 hp; speeds to 27 mph. Enclosure has twin berth-lounges. Toilet compartment forward.

EVERDUR® *fastenings and*

TOBIN BRONZE® *shafting*

The name Chris-Craft has come to stand for quality. The world's largest builder of motorboats knows that quality is more than skin deep—it is vitally important in the things that don't show. That is why Everdur fastenings are used in Chris-Craft hulls. Everdur is Anaconda's trade name for corrosion-resistant copper-silicon alloys. You'll also find tough, durable Tobin Bronze shafting linking engines with propellers for dependable power transmission in any kind of sea. And Chris-Craft also installs Anaconda copper exhaust tube to carry off corrosive engine exhaust gases.

Anaconda Marine Metals have a reputation for enduring service afloat. Designers and builders of fine boats everywhere look to Anaconda first for strong, lasting, corrosion-resistant marine bronzes and brasses in wrought forms. The American Brass Company, Waterbury 20, Conn. In Canada: Anaconda American Brass, Ltd., New Toronto, Ont.

56123

TOBIN BRONZE REG. U.S. PAT. OFF.

The mark of quality shafting for 70 years

Shafting for high speed and heavy duty

TEMPALOY REG. U.S. PAT. OFF.

ANACONDA®

MARINE BRONZE AND BRASS

More Data No., American Brass 6

THE ORIGINAL AQUA-GLIDE FABRI-GLOSS WATER SKIS

Since their introduction in 1955 everyone has been talking about, asking about the nation's most advanced ski . . . . Aqua-Glide's

FABRI-GLOSS WATER SKIS

Startling FABRI COATED skis in pairs and slaloms (for children too) matched exactly in vivid color and pattern by FAMOUS JANTZEN SWIM SUITS for the whole family.

CUSTOM AND DELUX LINE SKIS

Offer the incomparable beauty of fine hand-finished genuine mahogany, white ash and sitka spruce; durable, clear, silica base finish; featherweight white hardware. Complete line includes standard, outboard, and children's pairs; standard and children's slalom; jumper, "360" skis etc.

standard outboard slalom

NEW FOR '57

The addition of the low priced "Capri" line skis, plus a complete line of "Banana" skis, make Aqua-Glide the most extensive line of Quality water skis in the world . . . . over 60 models, plus blanks and the finest hardware and accessories available.

For complete dealer and jobber information, and catalog showing the entire Aqua-Glide line, including fabric samples, write Dept. F.

MONROVIA Aqua-Glide CALIFORNIA

CONSOLIDATED RESEARCH AND DEVELOPMENT CORP.
1530 So. Myrtle Ave.
Monrovia, Calif.

More Data No., Consolidated Research 7

PAINT A ROSY PROFIT PICTURE

WITH TEMPO MARINE TESTED *Instant Spray*

Easy to buy, easy to stock, easy to sell . . . that's the story of TEMPO *Instant Spray* PAINTS and other specialties for the marine market.

TEMPO *Instant Spray* products, displayed in the convenient floor rack, literally "sell themselves". It's the modern, quick way to put boats and motors in condition for the summer season.

Your sailor customers have already voted TEMPO their greatest work saver and hundreds of dealers are cashing in on this popularity.

Write for the complete list of factory specification colors available and information on the 36-can display rack. Stock now and be ready for the boat re-paint and re-conditioning season starting next month.

Now... New in the TEMPO LINE— TEMPO *Instant Spray* Fire X-Tinguisher

ENDORSED BY THE LEADERS OF THE MARINE INDUSTRY

COLORS FOR OUTBOARD MOTORS
- Johnson
- Evinrude
- Mercury
- Scott-Atwater
- Buccaneer
- Oliver
- West Bend
- Elgin
- Sea Bee
- Sea King

COLORS FOR BOAT TRAILERS
- Gator
- Holsclaw
- Tee-Nee
- Little Dude
- Mastercraft

COLORS FOR BOATS
- Blue Star
- Arkansas Traveler
- Wizard

OVER 70 *Instant Spray* ITEMS IN THE TEMPO LINE. Write for list of factory specification and approved spray paints and other marine specialties.

OBC

Tempo®
Instant Spray
PAINTS for the MARINE MARKET

TEMPO PRODUCTS CO.
6515 Carnegie Avenue
CLEVELAND 3, OHIO

More Data No., Tempo 8

Marine-engineered for all gasoline-powered craft!

Rustproofed AC Hot Tip Spark Plugs are designed and produced specifically for marine applications!

Outboard or inboard—it takes a *marine* spark plug to produce maximum performance! Now, you can give your customers the tops in reliability and economy with marine-engineered AC Hot Tip Spark Plugs for inboard and outboard engines.

AC Marine Spark Plugs are rustproofed to prevent corrosion, causing exasperating spark jump. The exclusive AC "Hot Tip" heats up fast to burn away fouling oil and carbon deposits as quickly as they form—keeps plugs cleaner longer. It gives faster starts—smoother performance from idle to full throttle.

Contact your AC supplier for the complete line of marine-engineered AC Hot Tip Spark Plugs!

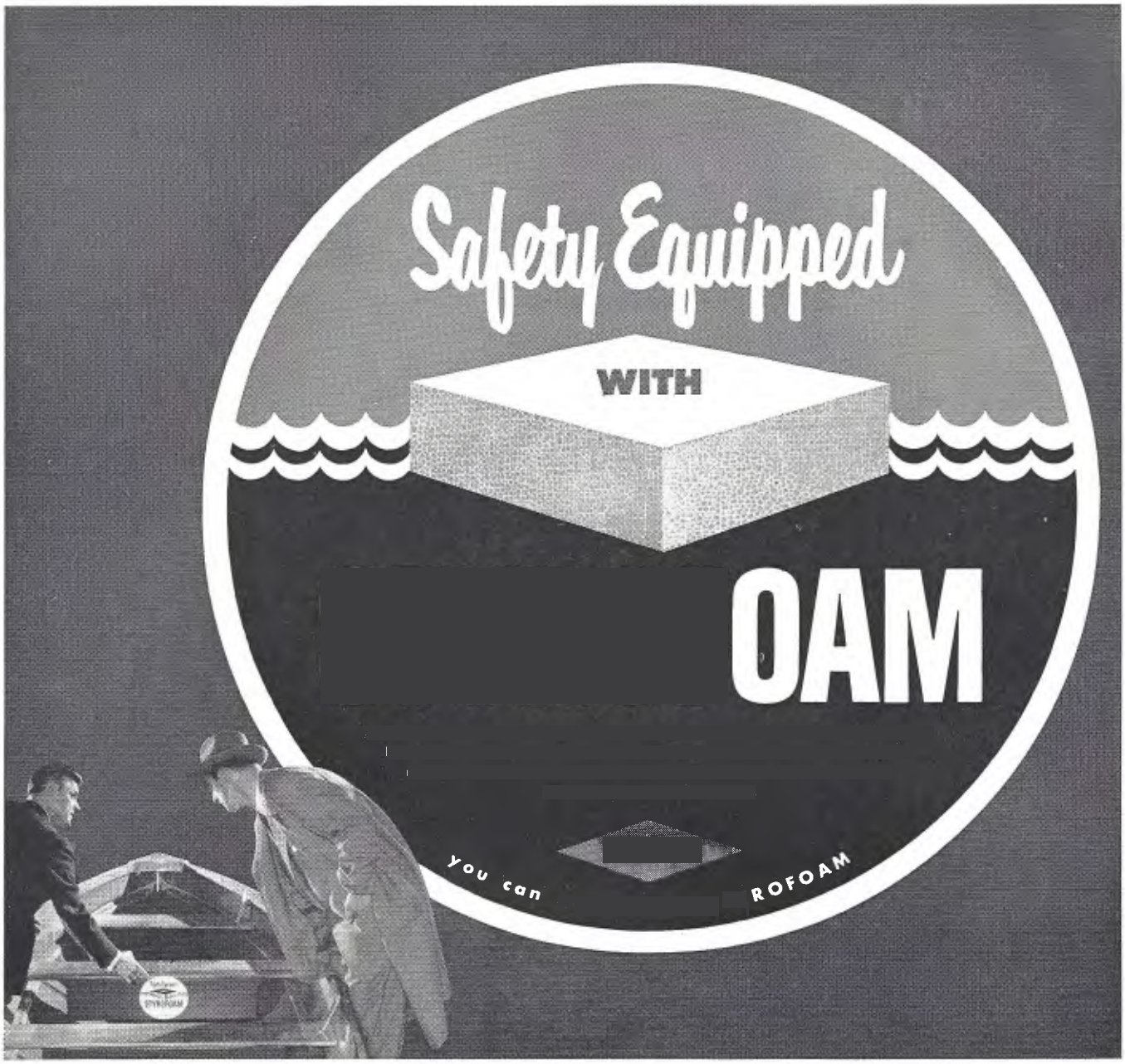
Watch WIDE WIDE WORLD—NBC-TV

AC SPARK PLUGS

GM GENERAL MOTORS

AC SPARK PLUG THE ELECTRONICS DIVISION OF GENERAL MOTORS

More Data No., AC Spark Plug 9



This Safety Seal means **LIFE-TIME FLOTATION**

Boat buyers everywhere recognize this Safety Seal as a sign of safe flotation—with these extra benefits!

Styrofoam* (a DOW plastic foam) assures puncture-proof buoyancy—for the life of the boat. Styrofoam does not absorb water. There's no upkeep, no rot, no mold, no deterioration—and it won't pack. It's odor-free and amazingly light. Styrofoam supports at least 55 pounds of weight for each cubic foot—and it's permanent!

Powerful Advertising Program

Your best prospects learn about the advantages of Styrofoam from year-'round advertising in *Motor Boating, Field & Stream* and *Sports Afield.* Readers want the life-long safety of Styrofoam . . . for themselves and their families.

You give your boats important new sales appeal with the exclusive Styrofoam Safety Seal. Learn how you can use this seal—and how Styrofoam can be shaped and bonded for labor-saving installation. See your nearest Styrofoam distributor. Or write THE DOW CHEMICAL COMPANY, Midland, Michigan—Plastics Sales Department PL1757JJ.

**STYROFOAM is a Registered Trademark of The Dow Chemical Company*

YOU CAN DEPEND ON DOW

More Data No., Dow 10

EXCLUSIVE DEALERSHIPS NOW OPEN!

the great, new name in outboard cruisers

Designed to fit the Family ... *by Richard C. Cole*

At last! An outboard cruiser designed especially for the family. Now you can sell the fun of fishing, water skiing, or a relaxing cruise all in one medium priced boat.

SELL FUN — maneuverable as a jeep, rideable as a bearcat; 30 mph with tandem 30's, 20 mph with single 25 hp.

— 90" beam, 18' 10" length; 46 sq. ft. cabin space, two 6' 6" berths; deep cockpit 9' 2" x 7' 4".

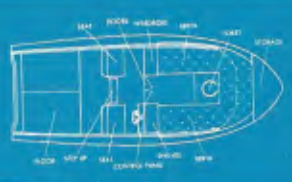
— large wardrobe, cabinet space; duffle lockers for stowage; enclosed cabin with doors; toilet optional.

SELL SAFETY — sturdy, wood - welded construction; grip-fast polyester resin on cockpit, forward decks, and cabin top; spotlight, running lights, horn optional.

SELL TRAILERING — weight only 975 lbs; [illegible] res easily in ordinary garage.

PLUS — many other advantages to help you turn prospects into profits — *fast!*

for greater profits in outboard cruisers, write for full line facts and free literature today.



Ferbend *newest outboard cruiser in water!*

SEE YOU AT THE CHICAGO BOAT SHOW

Space Numbers 809-810

More Data No., Ferbend 11

Manufactured by

S.U.Ferbend

INCORPORATED

Morganfield, Kentucky

Forecast for '57: more powerboat skippers will use Gulf Marine White than any other marine gasoline

From Maine to Florida, Gulf Marine White is the undisputed champ among marine gasolines.

Wherever skippers get together, at the boat show . . . on the dock . . . or afloat, you'll find a lot of good-humored arguing. But there's one thing most everyone agrees on: Gulf Marine White is better for your boat!

First, it's a 100% marine gasoline! It won't form gum in tanks and copper fuel lines—even when stored for prolonged periods.

Next, it's Micronic-Filtered. Every drop is *filtered right at the pump* to remove the destructive particles of dirt that can get into any gasoline in transit from the refinery.

What's more, Gulf Marine White *burns clean*. Protects engines from power-robbing carbon deposits.

As a result, engines run better and last longer. You owe it to yourself and your boat to use Gulf Marine White—America's finest marine gasoline.

GULFPRIDE MARINE H.D.

The only detergent marine oil that's Alchlor processed. Keeps engines clean. Fights rust, corrosion and wear. Gives a stronger protective lubrication film.

GULFPRIDE MARINE OUTBOARD OIL

Burns clean. Provides extra freedom from fouled plugs and stuck rings. Improves starting and running. Lengthens the life of your outboard.

GULF MARINE WHITE

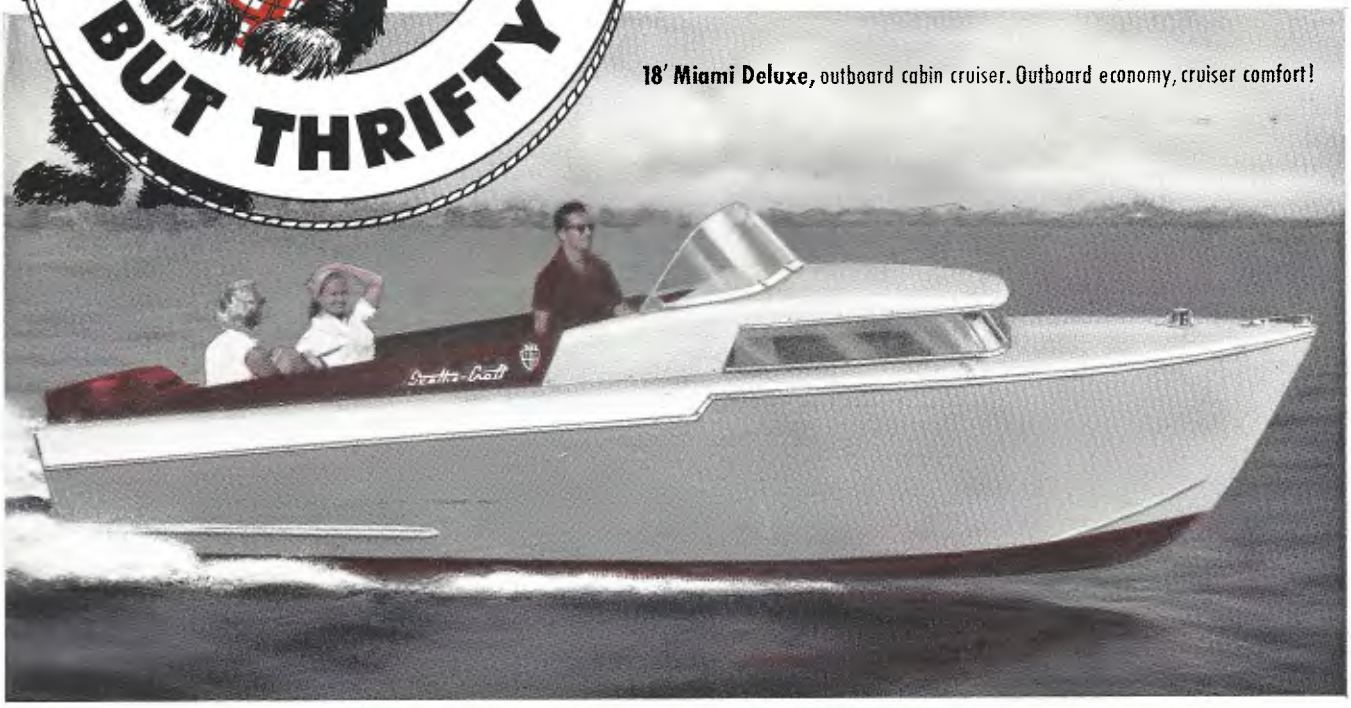
"It's Micronic-Filtered"

More Data No., Gulf Oil 12

Hoot Mon! A Scottie-Craft 18 ft. Cabin Cruiser for only

$1295

(Factory list F.O.B. Miami)



18' Miami Deluxe, outboard cabin cruiser. Outboard economy, cruiser comfort!

Flashing beauty . . . dashing performance . . . the most eloquently styled boats on the water today! And new for '57 —low prices from $735 that will set the pace for others to follow! A complete line to fit every budget, from economy-priced outboard runabouts to husky inboard cruisers.

LIMITED DEALERSHIPS NOW AVAILABLE

Dept. I-3 SCOTTIE-CRAFT, Inc.
471 N.E. 79th Street
Miami, Florida

Please rush free color brochure of the new Scottie-Crafts to

Name.....

Address.....

City.....

State.....

Scottie-Craft

FOR NEAREST DEALER SEE YELLOW PAGES OF TELEPHONE BOOK

More Data No., Scottie-Craft 13

TRAVELLER II

short-stroke chrysler *

for more power at the propeller

There is little of yesterday in the sleek cruisers and racy runabouts of today. They go faster with greater comfort and safety, offer complete dependability with greater economy.

In tune with the times, Chrysler has brought to power boating the most advanced design and most efficient marine engines built.

Today's Chrysler Marine Engine line is paced by three V-8s—155, 225 and 275 horsepower. Within their compact silhouettes, these engines nicely combine oversquare, short-stroke construction, deep-breathing manifolds and hemispherical-design combustion chambers. The net result: A full measure of "go" from each and every drop of fuel plus lower friction losses. More horsepower reaches the propeller.

For further information on Chrysler oversquare, short-stroke V-8 Engines, or power-packed In-Line Sixes, we suggest you see your boat builder or the nearby Chrysler Marine Engine Dealer. If you prefer, write direct for catalog of all 1957 Chrysler Marine Engines—95 to 275 horsepower: **Dept. 1-R, Marine Engine Division, Chrysler Corporation, Detroit 31, Michigan.**

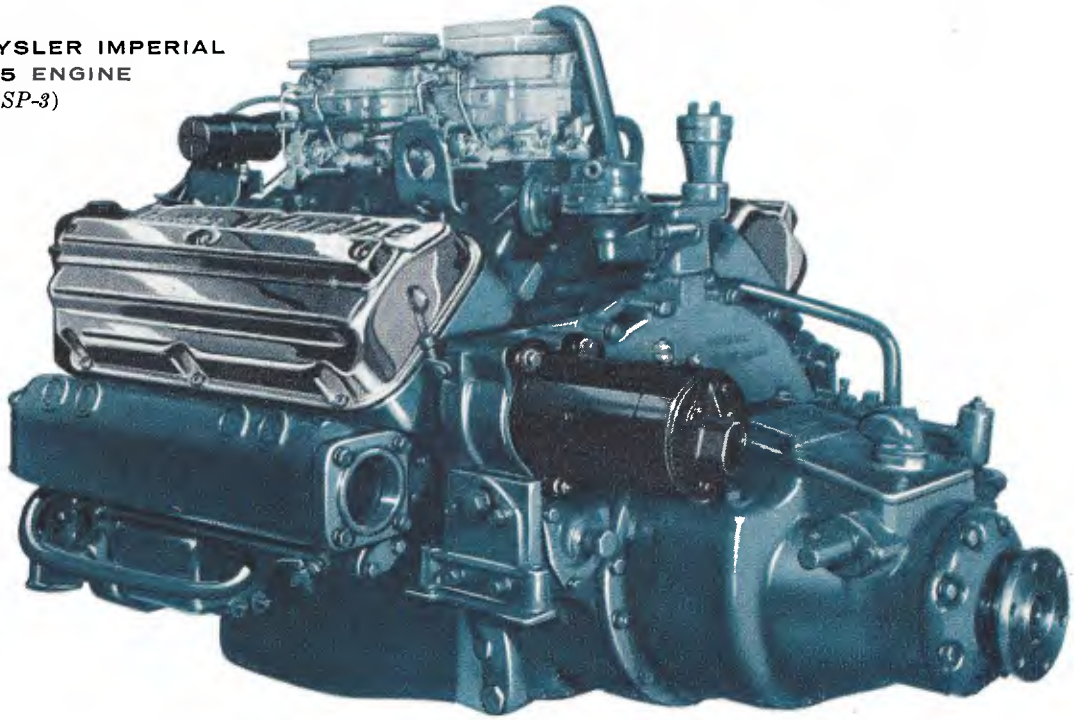
UNDERSQUARE
Smaller Bore Than Stroke

SQUARE
Same Bore As Stroke

**Chrysler*
OVERSQUARE
Larger Bore Than Stroke

275 HORSEPOWER

CHRYSLER IMPERIAL V-275 ENGINE
(M-45SP-3)



You are cordially invited to see Chrysler Marine Engines displayed at 1957 National Motor Boat Show, Coliseum, New York City, January 19 through 27.

MARINE ENGINE DIVISION • CHRYSLER CORPORATION

LEADING THE RACE FOR SALES...THE DARING NEW ROCKET "Queen" of the "57" SHELL LAKE FLEET

As you know, 1957 promises to be the best boating sales year yet. And Shell Lake is ushering in your best season with a completely new fleet of sleek, maintenance-free "Shelglas" boats. Whether your customers prefer waterskiing, fishing, or just plain "joyriding" there's a newly designed Shell Lake boat to suit their idea of on-the-water fun. They can choose from run-abouts like the futuristic *Rocket* or the versatile *Rambler*. They can select fishing craft like the trim *Sportsman* or sturdy *Tuffy*. You can show your customers a Shell Lake boat for every purpose and in every price range.

Every hull has beauty of form and function of line that reflects over 50 years of boatmaking art at Shell Lake. Skilled craftsmanship shows in lightning-quick maneuverability in the run-abouts and safe stable performance in the fishing craft. All the new Shell Lake boats are designed to carry a big load of passengers and gear. And the tough "Shelglas" hull can really take it. Gone are tiring days of scraping and painting. Shell Lake's bright new colors are molded in. You can assure prospective buyers they'll have nothing but boating pleasure to look forward to. For information on the new Shell Lake fleet drop a line to . . .

More Data No., Shell Lake 15

DA 2–27 8–56 PRINTED IN U.S.A.

KIMBALL WATER SKIS AMERICA'S

Kimball

America's largest manufacturer of water skis—invites you to share the pleasure of America's fastest-growing family sport

Now, seven different models of precision-manufactured water skis — in your choice of genuine, molded Kimball Fiber-glass or selected woods — each a stand-out in styling, performance and value in its class. Kimball Water Skis are sold by leading sporting goods, marine and hardware dealers throughout the U.S. Look for the distinctive red K on the label. It's your guarantee of the finest water skis that money can buy.

NEW FOR '57

- Kimball Fiber-glass PATTERN Water Skis. New stripes, checks and plaids — style leadership, unsurpassed!
- The beautiful new Kimball WHITE FIBER-GLASS Water Skis—ultimate in elegance and good taste.
- Kimball Dihedral Water Skis — now available in both standard and SLALOM (single ski) models.
- The colorful new DOLPHIN WATER SKIS — America's top water ski value.
- Kimball Automatic Adjustable Bindings with new, smooth-action SPRING-LESS Trigger.

FIBER•GLASS *pattern skis*

All models shown below available in any of the patterns illus.

Standard and Slalom models in a choice of luxurious, authentic patterns. Of all-molded Fiber-glass construction—solid flotation core. Tremendous impact resistance, durability. Permanently molded-in patterns. Permanently shaped tips. Lightweight — easier to maneuver in water. Kimball Automatic Adjustable Bindings of Neoprene rubber — finest available — with all-aluminum alloy fittings. Hardwood rudders (special deep keel of polished aluminum on Slalom models).

Model 400
STANDARD water skis in RED PLAID. 6½" wide by 5'6" long, shipping wt. 12 lbs., pair
Retail — *$54.95*

Model 450
SLALOM water ski in YELLOW AND WHITE CHECKS, with rear toe piece. 6½" wide by 5'6" long, shipping wt. 8 lbs., each
Retail — *$34.95*

Model 400
STANDARD water skis in CATALINA® RED AND WHITE STRIPE. 6½" wide by 5'6" long, shipping wt. 12 lbs., pair
Retail — *$54.95*

FIBER•GLASS *skis*

Standard and Slalom types, identical in construction and equipment to Kimball Fiberglass Pattern Skis. Choice of new, sparkling all-white, or colors.

Model 400
STANDARD water skis in KIMBALL WHITE. 6½" wide by 5'6" long, shipping wt. 12 lbs., pair
Retail — *$54.95*

Model 450 (not illus.)
SLALOM water ski in KIMBALL WHITE. 6½" wide by 5'6" long, shipping wt. 8 lbs., each
Retail — *$34.95*

Model 500
STANDARD water skis in YELLOW (illus.) or RED. 6½" wide by 5'6" long, shipping wt. 12 lbs., pair
Retail — *$49.95*

Model 550
SLALOM water ski in RED (illus.) or YELLOW. 6½" wide by 5'6" long, shipping wt. 8 lbs., ea.
Retail — *$32.50*

DIHEDRAL *wood skis*

Standard and Slalom models. Exclusive boat bottom design — cuts the water like a boat — surfaces quickly for deep water starts — no skidding on turns. Select, fine-grained wood, sealed with high-lustre marine type finish. Attractive coral design. Kimball Automatic Adjustable Bindings of finest quality Neoprene rubber — all-aluminum alloy fittings. Hardwood keels (deep keel of polished aluminum on Slalom model).

Model 300
STANDARD water skis. 6⅞" wide by 5'6" long, shipping wt. 12 lbs., pair
Retail — *$37.95*

Bottom View
Shows unique Dihedral shape. Designed by Don Ibsen, world's first water skier.

Model 350
SLALOM water ski, with rear toe piece. 6⅞" wide by 6'0" long, shipping wt. 10 lbs., each
Retail — *$24.95*

KIMBALL WATER SKIS ACCESSORIES

DOLPHIN *wood skis*

Excellent low-price water skis. Tough wood construction, with bright chrome-yellow marine protective finish. Kimball Automatic Adjustable Bindings, with natural black Neoprene rubber heel and toe, all-aluminum alloy fittings. Available in standard model only.

Model 200

STANDARD water skis in CHROME-YELLOW. 6¾" wide by 5'0" long, shipping wt. 12 lbs., pair

Retail — $31.95

Kimball bindings

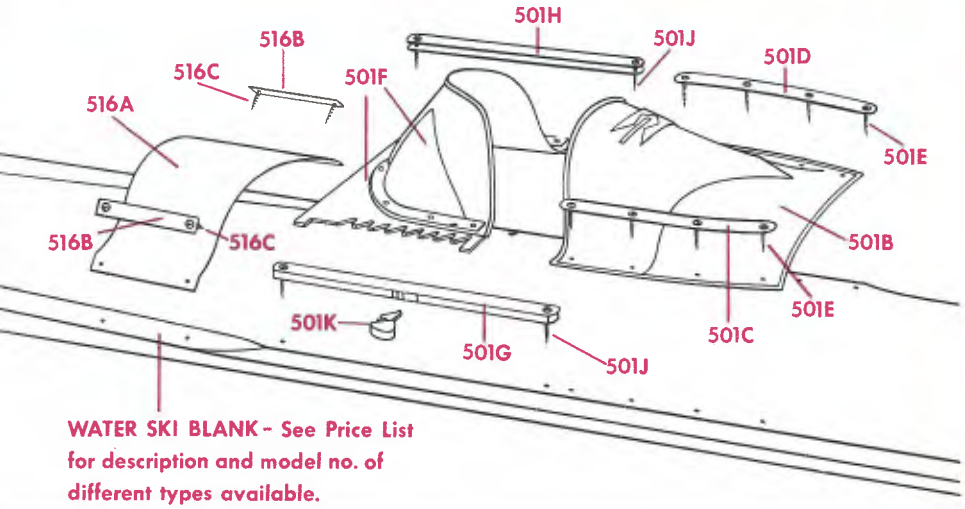
Automatic-ratcheting. Fully adjustable. Standard equipment on all Kimball Water Skis. Available in kit form, ready to install, or as individual parts.

Model 501

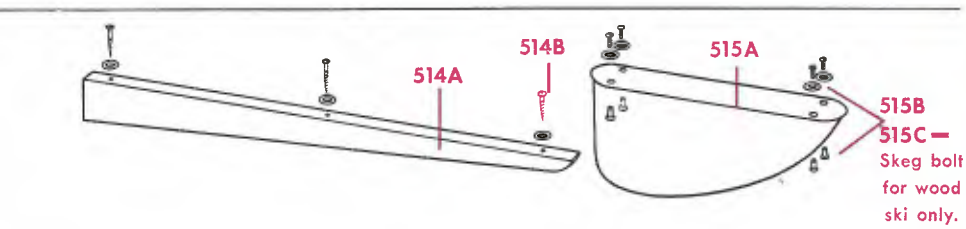
Kimball Bindings. Complete assembly, pair. Shipping wt. 2 lbs.

Retail — $13.95

- Neoprene rubber heel and toe — finest obtainable for long wear and lasting comfort. Contoured heel and toe.
- All-aluminum alloy fittings — corrosion resistant. Exclusive Automatic Self-Ratcheting Adjustment — no springs, fool-proof. Press trigger, heel slides freely to exact position desired for comfortable skiing fit. Release — heel locks securely. Bindings are "locked" to skis by exclusive screw holding plates. Factory torture-tested to withstand thousands of flexes without loosening.



WATER SKI BLANK - See Price List for description and model no. of different types available.



Accessories

Exploded view at left shows model numbers for various Kimball Water Ski components that are available.

For complete description and prices, please refer to "KIMBALL WATER SKI ACCESSORIES PRICE LIST".

Kimball Manufacturing Corporation

1270 Pennsylvania Ave., San Francisco 7, Calif.

FIBER-GLASS PRODUCTS FOR HOME, SPORT AND INDUSTRY

Kimball Fiber-glass

BATTERY BOX*

New!

Inboard —

*Available early in January.

beauty WITH A FLAIR

Color-keyed to match 1957 models of Johnson, Evinrude, Mercury, Scott-Atwater and Oliver motors. Also available in Kimball Red and Grey.

Paces today's advanced trends in color-styling.

Distinctive lid emblem in chrome-silver, red and black accents smooth Fiber-glass lid and case with molded-in color.

SEE YOUR JOBBER OR WRITE FOR CATALOG.

beauty WITH A PURPOSE

Flared-corner design of lid permits cable exit at any corner! An exclusive Kimball feature.

Molded Fiber-glass construction. Lightweight, tremendous impact resistance. Impervious to acids. Prevents short circuits. Maximum battery protection!

Multi-purpose nylon strap. Secures case to floorboard, clamps lid to case — doubles as carrying handle. Excellent portability — ready accessibility!

beauty WITH A DOZEN USES

Emergency power plants · camping

first aid kits

trailers · emergency rations

spare parts · tool storage

accessory gear

extra storage space · and many more

BY THE MANUFACTURERS OF KIMBALL WATER SKIS

More Data No., Kimball 16

YEARS AHEAD IN SAFETY

Sumnercraft™

Guaranteed

Incomparable **SAFETY in 1957 Sumnercraft**

ONLY SUMNERCRAFT IS GUARANTEED LEAKPROOF • CRASH RESISTANT • NON-SINKING — BY THE STRONGEST WRITTEN WARRANTY EVER OFFERED TO THE BOATING PUBLIC!

ONLY SUMNERCRAFT . . . designed for Years Ahead Safety and a lifetime of boating pleasure . . . DARES to Guarantee the safety performance of its sensational *Compoglas* hull structure . . . the most advanced hull design in decades . . . the talk of the boating world!

NO SAFER BOAT AFLOAT!

Only SUMNERCRAFT 1957 . . . featuring the exclusive *Compoglas* hull protects your boat investment. Be Years Ahead in safety, performance and value.

OWN A SUMNERCRAFT 1957 . . .

designed to be NEW in 1967!

SUMNERCRAFT *'ADVENTURER'*
23′ Cabin Skiff . It's NEW—fast, sturdy, safe. Sleeps 2. Complete with Galley and CG equipment.
Priced from $4790 with 115 H.P.

SUMNERCRAFT *'EL PRESIDENTE'*
33′ Cabin Cruiser. Pride of the Sumnercraft Fleet. Long, luxurious—safe and smooth cruising by design! Sleeps 6.
Priced from $19,500

FREE! WRITE FOR COLORFUL BROCHURE ILLUSTRATING AND DESCRIBING THE COMPLETE **SUMNERCRAFT** *FLEET FOR 1957.*

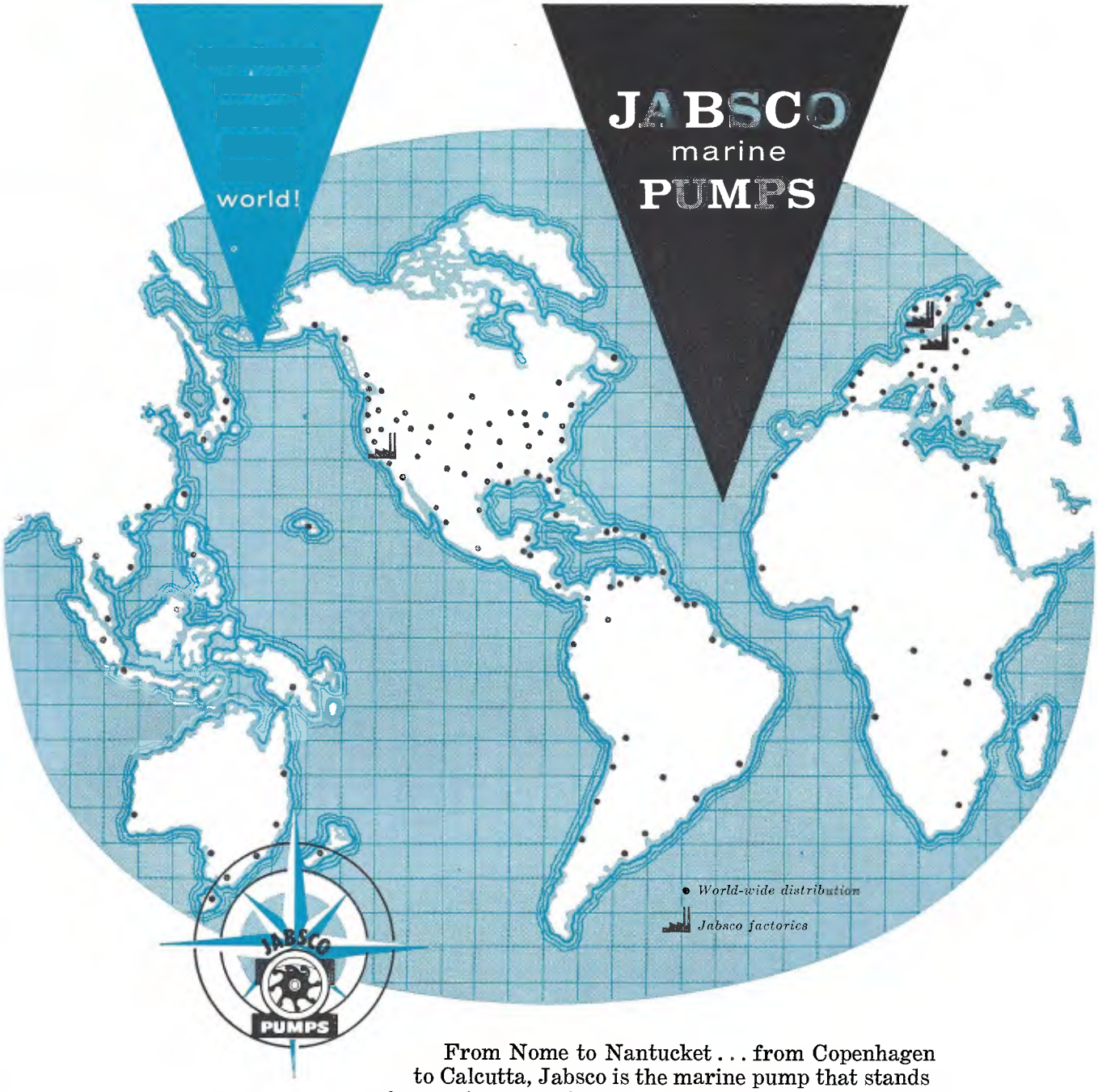
SUMNERCRAFT *'CRUSADER'*
New 28′ Cabin Cruiser. Cruising luxury at a modest price. Sleeps 4.
Priced from $7490

SUMNER BOAT CO. INC.

SKIFFS • CABIN SKIFFS • STOCK CRUISERS • CUSTOM CRUISERS

334 SOUTH BAYVIEW AVENUE, AMITYVILLE, N. Y.

More Data No., Sumner Craft 17



From Nome to Nantucket . . . from Copenhagen to Calcutta, Jabsco is the marine pump that stands for maximum performance and minimum maintenance. For work or pleasure, its world-famed dependability and trouble-free performance have made Jabsco first choice! You can *rely* on Jabsco, the pump with the tough, flexible neoprene impeller.

Jabsco Pumps are available for use on marine engines of the world's leading manufacturers.

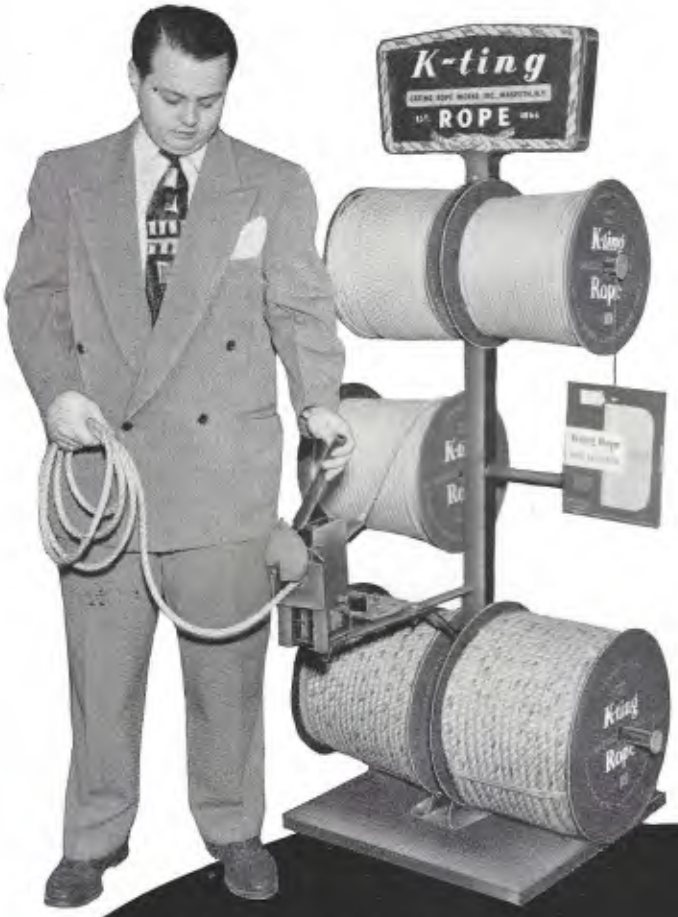
- BOLINDER
- BRENNAN
- BUDA
- CAL-CONNELL
- CATERPILLAR
- CHRIS CRAFT
- CHRYSLER
- CUMMINS
- FAGEOL
- GENERAL MOTORS
- GRAY
- HALLETT
- HARNISCHFEGER
- HERCULES
- KOHLER
- LATHROP
- MERCEDES
- NORDBERG
- PALMER
- PENTA
- PERKINS
- RED WING
- SHEPPARD
- U S. MOTORS

and many others

JABSCO PUMP COMPANY

UNITED STATES: 2031 North Lincoln Street, Burbank, California
ENGLAND: Jabsco Pump Company, Ltd., Foxhall Works, Cadmore Lane, Cheshunt, Hertfordshire
HOLLAND: Jabsco Pump (Holland), Rijswijkseweg 329, The Hague

More Data No., Jabsco Pump 18



The new, profitable way to sell rope

This is the K-ting Rope Robot Salesmaker. Over 1,500 dealers have proven that this silent floor salesman turns an old-time staple into a profitable, fast-moving line.

It attractively displays a complete inventory of your popular rope sizes in only 9 sq. ft. of floor space. You eliminate nuisance trips to cellar or store room. Stock stays clean and attractive. *And K-ting half coil spools avoid a heavy investment in stock.*

Special dispensing unit measures rope, cuts it off cleanly, swings back out of the way. Calculator tells you what to charge per foot, based on price per pound you paid, *so you make your full profit.*

YOU MAKE MORE WITH K-TING ROPE

Specially packaged for high turnover through Marine Supply Stores

K-ting Kwik-Kut Coils
100 ft. connected lengths of manila in attractive display carton. Sizes ¼" to ½" inclusive. Also 50 ft. connected lengths of K-ting Nylon Rope.

K-ting Pre-measured Rope
Corrugated container keeps K-ting Rope fresh and clean. Used in packaging K-ting Manila Rope up to and including half coils of ¾". Pre-measured every 10 ft. *on request.*

K-ting handy Half Coils
Fit Robot Machine described above. Also sold separately. Sizes to ¾". Available in K-ting Manila, K-ting Linen Rope for water skiing and sailing, K-ting Nylon for anchor and tow rope.

Cating Rope Works, Inc., Maspeth, New York

☐ I'd like to know more about the Robot Rope-seller Deal
☐ I'm interested in handling the K-ting Rope Line

NAME_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

K-ting Rope

Manufactured by

CATING ROPE WORKS, INC.
Maspeth, New York

NEW YORK SHOW
Booth D89

CHICAGO SHOW
Booth 431

More Data No., Cating Rope 19

FOR 1957 CORRECT CRAFT INTRODUCES THE EXCITING

27 FOOT BISCAYNE *Sport Fisherman*

DUAL HYDRAULIC STEERING
DUAL CONTROLS
DUAL INSTRUMENTS

For the first time, a true fishing bridge is an integral part of a boat of this size . . . triple-hull construction: double-planked mahogany bottom and sides with heavy-duty marine canvas sandwiched between . . power-packed to twin 215 hp motors, 430 hp in all

SPECTACULARLY PRICED from **$6760**
The same boat without the fishing bridge from $6017
F.O.B. Orlando, Florida

20′ DEBONNAIRE . . . a high performance speedboat power-packed up to 285 h. p. Triple-hull and super-safety features.

22′ UTILITY . . . a heavy-duty, all-purpose boat at an economy price. Roomy and comfortable with clean beauty of line.

22′ VACATIONER DELUXE . . . the ideal budget-priced boat for vacations. Sleeps four, with ample head room and separate toilet.

Correct Craft's deep V hydro-dynamic hull means MORE BOAT FOR YOUR MONEY!

MORE useable power . . . no "stern squat", no power lost in climbing uphill over the waves that roll up in front of squatting stern.

MORE ruggedness . . . patterned after the most advanced construction of the superb rescue boats developed for the U. S. Air Force. CORRECT CRAFT'S DEEP V HYDRO-DYNAMIC HULL is the finest example of monohedrin design in boating today.

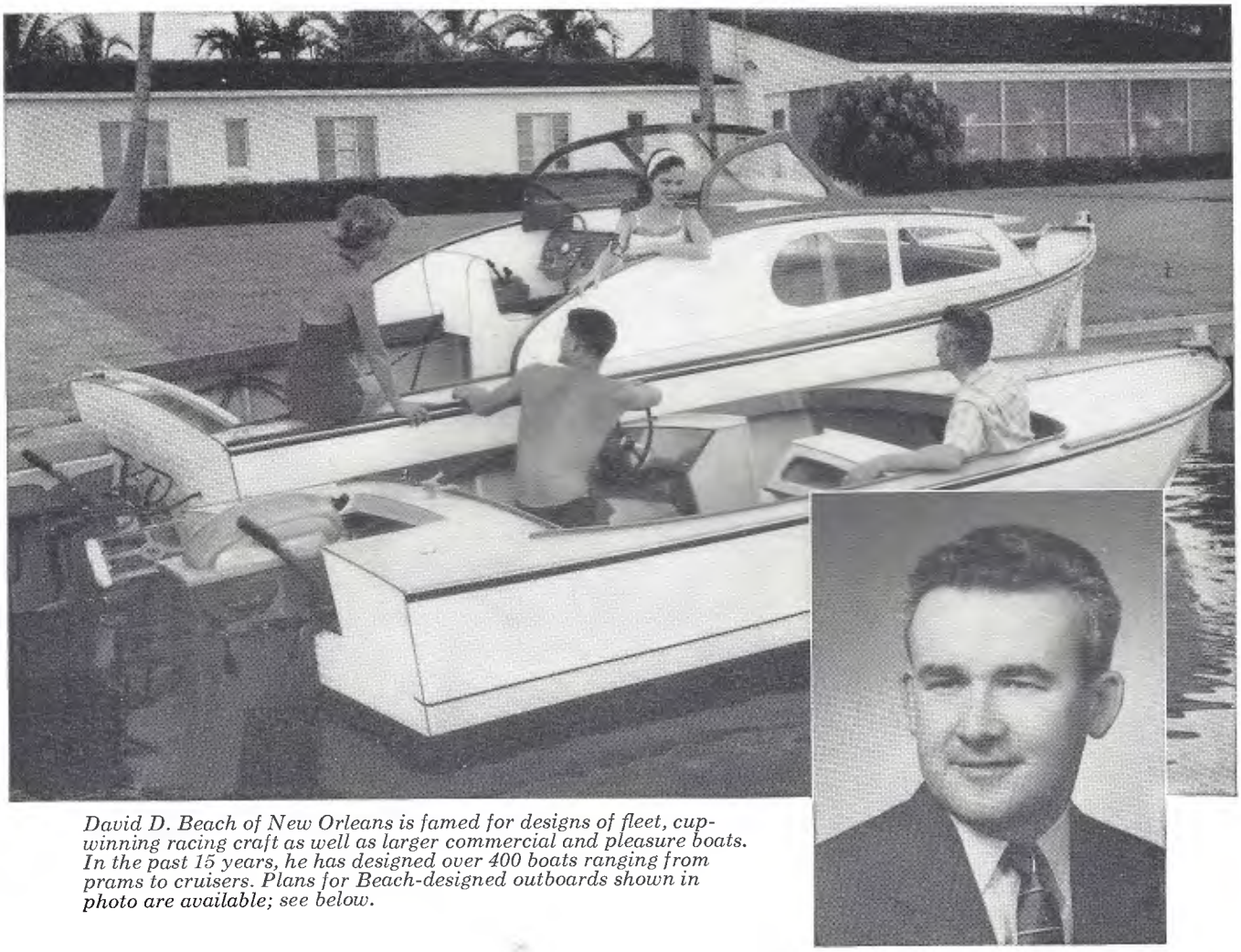
MORE safety . . . better balance, more directional stability, maximum buoyancy.

To see CORRECT CRAFT'S extensive line of sea-going beauties, . . . from 14′ to 54′ . . . contact your local dealer or write:

Correct Craft INC.

ORLANDO, FLORIDA

More Data No., Correct Craft 20



David D. Beach of New Orleans is famed for designs of fleet, cup-winning racing craft as well as larger commercial and pleasure boats. In the past 15 years, he has designed over 400 boats ranging from prams to cruisers. Plans for Beach-designed outboards shown in photo are available; see below.

"Fir Plywood* boats deliver under all conditions!"

David D. Beach

David D. Beach, *Naval Architect*

"Fir plywood boats fulfill the promise of speed, performance and agility offered by modern high-powered engines. They can absorb tremendous beatings, stand up under all kinds of punishment. Fir plywood's combination of tremendous strength, light weight, workability and economy make it an ideal all-around construction material for every kind of racing, pleasure or commercial craft."

There's satisfaction in knowing you sell the best. And in boats this means fir plywood. Whether you handle ready-made boats or kits, you're giving your customers maximum value and performance with a fir plywood boat. They're light, fast, rugged. Easy to build. Require far less maintenance.

THESE ADVANTAGES ARE YOURS WITH A FIR PLYWOOD BOAT

- Speed, strength, safety
- Simplicity of construction
- Tight, dry, rigid hulls
- No caulking or open seams
- Tremendous impact resistance
- Light weight, easy handling

***FOR ALL MARINE CONSTRUCTION USE ONLY EXTERIOR FIR PLYWOOD** *"Ext-DFPA" means waterproof glue*

8 NEW BOAT PLANS ranging from prams to cabin cruisers are now available in quantity to boat dealers. Plans retail for 25c each. Cost to dealers of initial supply of over 60 plans plus colorful counter stand plan-dispenser only $2.75. For sample plans, more information write Douglas Fir Plywood Association, Department BI, Tacoma, Washington. (Good USA only)

More Data No., Douglas Fir 21

YOUR BEST CUSTOMERS ARE PRE-SOLD BY NATIONAL ADVERTISING IN

Yachting

THE NATIONAL MAGAZINE FOR BOAT OWNERS

Yachting's readers own over 120,000 boats, nearly two boats per reader, and spend over $105 MILLION each year for maintenance and equipment*

that's why it's good business to STOCK, DISPLAY AND SELL the products advertised in Yachting

Many of your customers buy Yachting on newstands regularly. You can make an easy $2.00 by signing them up to a three-year subscription. $1.75 for 2 years and $1.25 profit for one year.

*Figures taken from a survey made by an independent research company — details on request.

Write for Subscription Order Forms

Write for Yachting's Book Catalog which gives Titles and Prices of most popular Boating Books.

YACHTING PUBLISHING CORPORATION

205 East 42nd Street, New York 17, N. Y. MU 9-0715

More Data No., Yachting 22

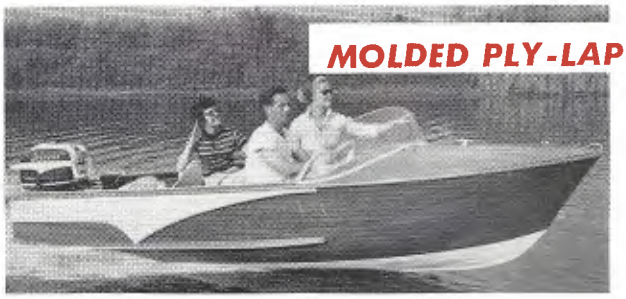
THEY'RE HERE! THE *NEW*

SENSATIONAL

GREATER

THE SEAFARER 15

This smart, luxurious outboard is tops in customer appeal. The clean, sweeping lines . . . . upholstered walk-thru seats . . . . windshield, motor well, plus matching color inside and out are outstanding sales features. The beautiful custom-made appearance on this feature Wolverine model will win MORE boat buyers than ever to the new Wolverine line for '57!



MOLDED PLY-LAP PLUS BOAT-A-RAMIC COLOR STYLING

This fast-selling model insures lightness with rugged strength for it combines a light, durable molded plywood inner hull with proven lap-strake construction on outer hull bottom. With the added appeal and dash of Wagemaker's vivid color styling, roomy upholstered seats and windshield . . . . just watch sales zoom with this top quality Wolverine model, priced within the reach of buyers who demand quality and styling.

THE NEW 17' LANCER SERIES — FOR USE WITH ONE OR DUAL MOTORS

Outboard cruising at its best . . . . in this handsome Molded Plywood model which is a joy to own and handle. Expertly designed for the roughest water, extra roomy and built with wide transom for use with one or dual motors. Be sure to see the spectacular New Wolverine Line for 1957 at the coming New York or Chicago Boat Shows . . . . and wherever fine boats are displayed. Only 'Seeing is Believing!'

SEE THE SENSATIONAL WAGEMAKER LINE AT ALL MAJOR BOAT SHOWS

One look at these boats will tell you we're right!

WATER SKIS AND AQUAPLANES

AND MARINE HARDWARE

High pressure laminated Mahogany and screen painted for more beauty and greater durability. Available in a wide range of styles and newest designs for extra sales and profits.

More Data No., Wagemaker 23

WOLVERINE BOATS FOR '57

DESIGNING FOR SALES APPEAL

NEW FLEETLINE SERIES

This 14' Molded plywood runabout features new ideas in hull design, comfort and beauty. This completely redesigned model includes those distinctive Wagemaker features which are sure-fire salesmakers. Boat-A-Ramic color styling, upholstered walk-thru seats, windshield and other quality accessories are included as standard equipment. An outstanding combination of attractive appearance and finer performance at moderate price range.

ALUMINUM RUNABOUTS IN BOAT-A-RAMIC COLOR

This big, roomy Wolverine Aluminum boat combines the most advance designs in all-aluminum construction. Another Wagemaker 'first' . . . . Boat-A-Ramic color styling on sides, deck and dash, this "King-Size" boat is built with plenty of beam. Ideal for family use or to accommodate lots of tackle and fishing gear. Available in Standard and DeLuxe models in sizes from 12' to 18' and built for years of service.

ALUMINUM 18' WITH CONVERTIBLE TOP

This 18' aluminum runabout features Boat-A-Ramic color styling, upholstered walk-thru seats, plus motor well and other accessories. The smart convertible top, which is optional equipment, makes this truly a luxurious and practical boat which will comfortably accommodate up to 8 persons.

DEALERS: Write for Complete Information and New Literature

WAGEMAKER COMPANY

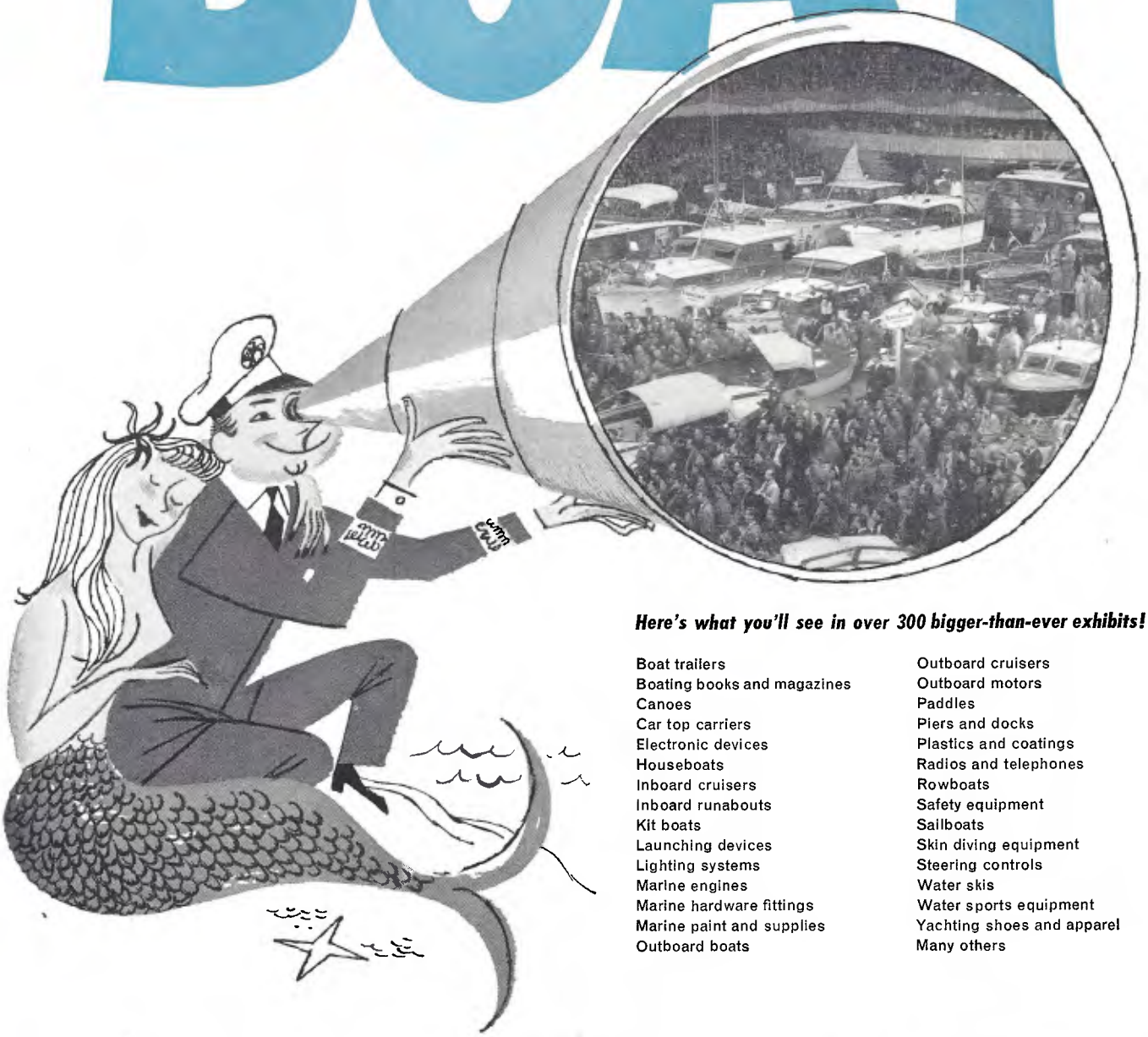
Dept. 2-57 • **Grand Rapids, Michigan**

More Data No., Wagemaker 23

SEE MORE . . . TO PROFIT MORE IN '57!

Every dealer should attend the

CHICAGO NATIONAL BOAT



Here's what you'll see in over 300 bigger-than-ever exhibits!

Boat trailers
Boating books and magazines
Canoes
Car top carriers
Electronic devices
Houseboats
Inboard cruisers
Inboard runabouts
Kit boats
Launching devices
Lighting systems
Marine engines
Marine hardware fittings
Marine paint and supplies
Outboard boats
Outboard cruisers
Outboard motors
Paddles
Piers and docks
Plastics and coatings
Radios and telephones
Rowboats
Safety equipment
Sailboats
Skin diving equipment
Steering controls
Water skis
Water sports equipment
Yachting shoes and apparel
Many others

More Data No., OBC 24

SHOW

February 8th thru 17th
International Amphitheatre

Don't miss the greatest exhibition of boats, motors, trailers and marine accessories ever held anywhere!

ALL ABOARD . . . to see the greatest boat show on earth! You'll see "the world's largest indoor fleet" —more boats, motors, trailers and marine exhibits than have ever been assembled under one roof before. Nowhere else can you see *all* lines in one show! It's the *one* show you *must* see to get your share of the record-breaking sales forecast for 1957! If it's new . . . if it will sell . . . you'll find it at the annual Chicago National Boat Show in the great International Amphitheatre.

More than 17,000 dealer representatives from all 48 states and a dozen foreign countries attended last year's record-breaking show. And the fact is, the 1957 show will top last year by another 25%. Over 300 separate manufacturers' exhibits will cram every available inch of the expanded Amphitheatre's 320,000 square feet of floor space!

Special Dealer Days! Many luncheons and special events are planned especially for you on Dealer Days, February 11, 12, 13 and 14. But come any day or *every* day. Dealers are admitted free at all times by invitation of exhibitors and trouble free, rapid registration at the gate. Aisles are wider. Everything is enlarged to help you view exhibits even better and plan your complete marine merchandising program for the year. Bring the family, too—they'll love it! There will be free entertainment all day long—daily water shows, movies and educational exhibits! Transportation is excellent and there's parking space by the acre.

Plan *now* to profit *more* by seeing more at the one and only 1957 Chicago Boat Show!

Two big shows in one trip! If you plan to attend the National Sporting Goods Association Show at the Morrison Hotel, February 3rd thru 7th, be sure to stay over for boating's biggest exhibition.

Under the management of

OUTBOARD BOATING CLUB OF AMERICA

307 N. Michigan Ave., Chicago 1, Ill.

More Data No., OBC 24

THIS LINE HAS EVERYTHING!

INTERLUX Marine Finishes are a complete, top quality line of paints, varnishes and enamels that afford lasting beauty and protection for every part, inside and out, of every vessel, large or small, on fresh or salt water. INTERLUX Anti-fouling Bottom Paints are the most effective bottom paints obtainable. INTERLUX Compositions are used by yards and builders everywhere for new work and maintenance. INTERLUX has become synonymous with marine finishes. Yes, the INTERLUX Line has everything. Ask for our most equitable dealer's proposition. Write today.

International MARINE PAINTS

International Paint Company, Inc.

New York 6, N. Y.
21 West Street

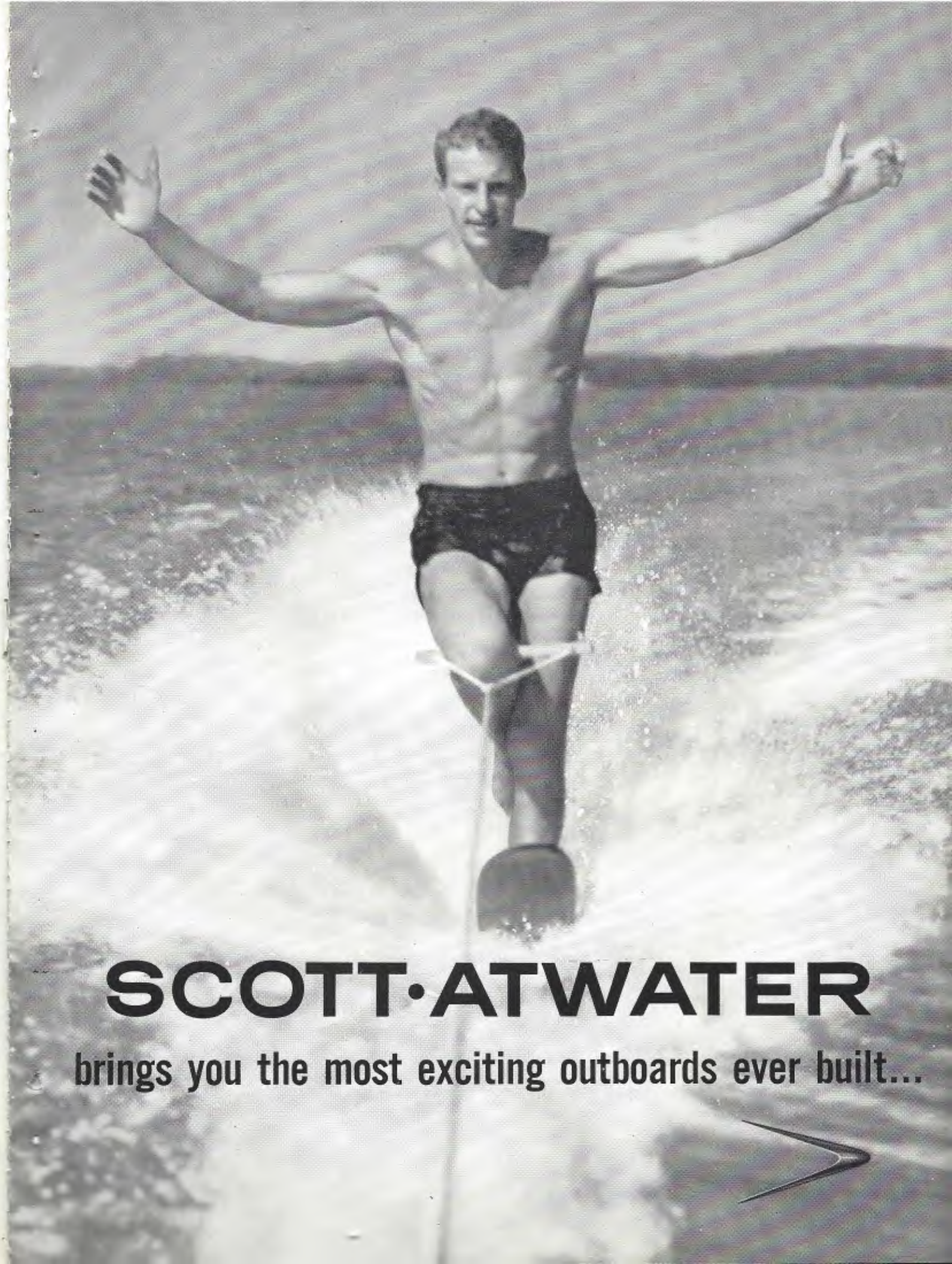
So. San Francisco, Cal.
So. Linden Avenue

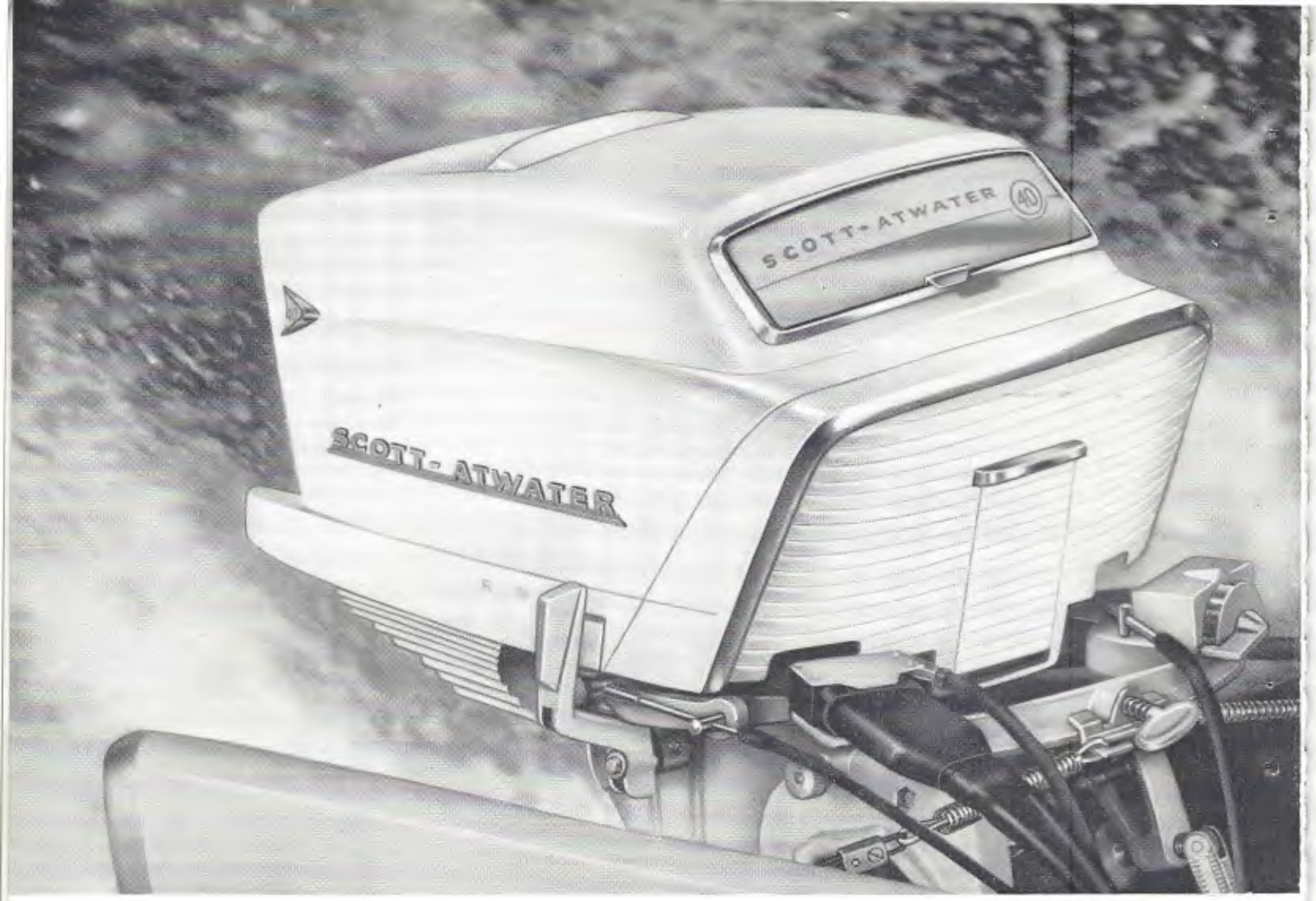
New Orleans 15, La.
628 Pleasant Street

Toronto, Canada
John Leckie, Ltd.
77 Wellington Street, West

WORLD'S LARGEST MARINE PAINT MAKERS

More Data No., International Paint 25

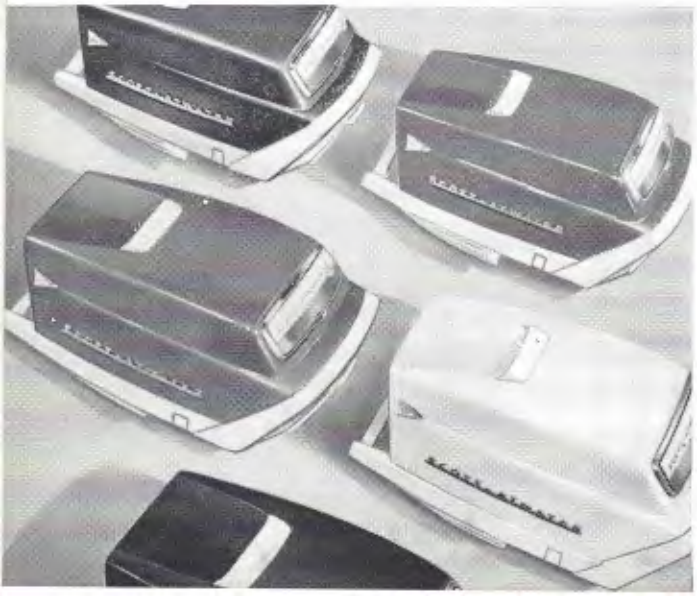

SCOTT·ATWATER
brings you the most exciting outboards ever built...



THE SUPER 40 Custom-styled by Raymond Loewy Associates, Inc., leading industrial designers.

New 40 horsepower! New Raymond

FIVE GLAMOUR COLORS. Your customers can match or accent their boat with hoods in Fleet Red, Aqua Blue, Seagull White, Yachtsman Gray, Mahogany Brown. Sand Dune Gold on Royal Scott exclusively. Snap-off hoods let you offer a good color selection for immediate delivery.



BREAK AWAY from the past and see what's *new* in outboards! These exciting 1957 Scott-Atwaters head the hottest-selling line of motors in the outboard industry. And no wonder . . .

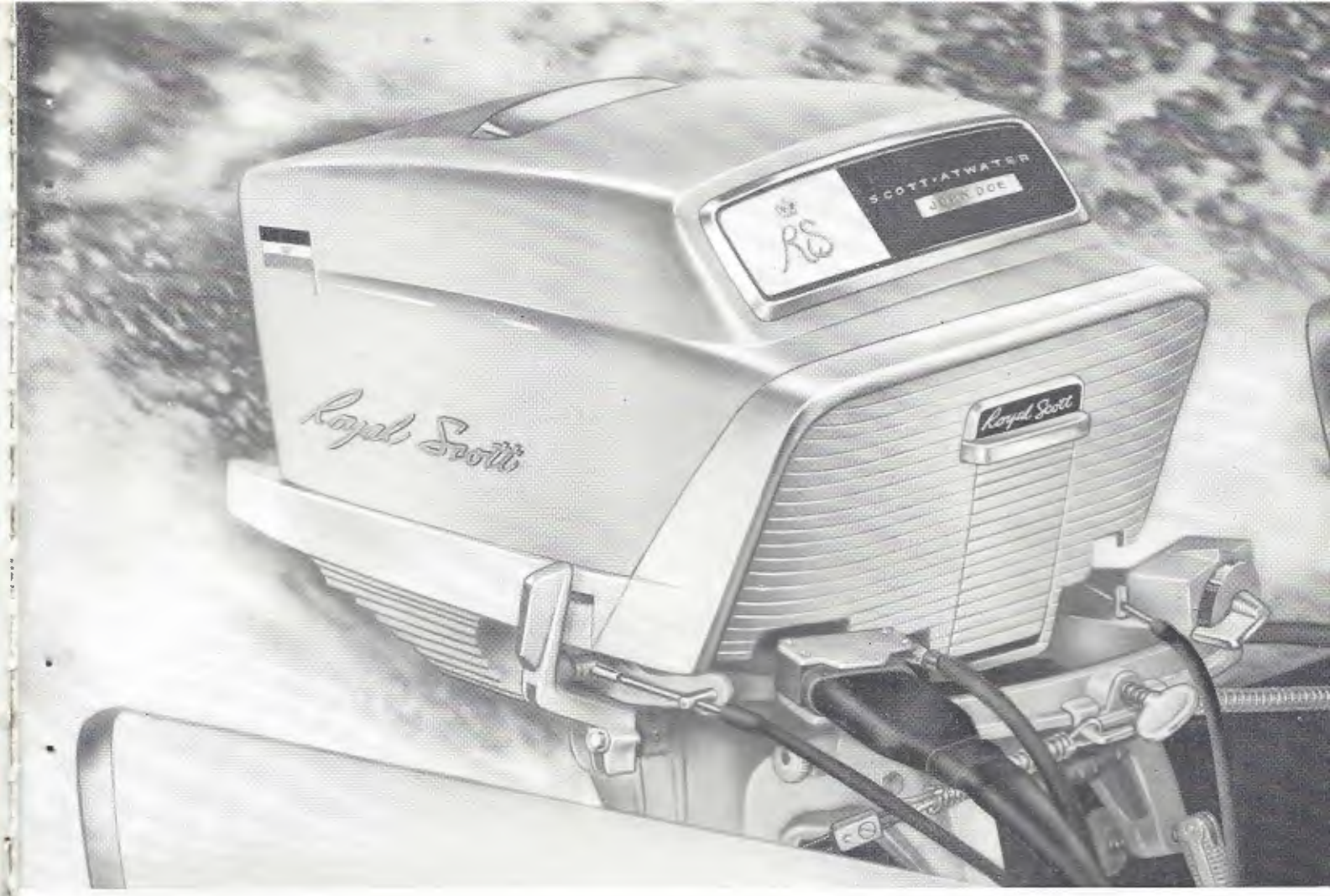
THE SUPER 40 is powered for getaway action on heavier cruisers, flying speeds with water skiers in tow. And it works its wonders with a smoothness you have to experience to believe!

THE ROYAL SCOTT in its own distinctive way tells you: this is the motor that means outboarding at its very best . . . with such refinements as turn-key starting, airplane-type magneto generator and electric fuel pump; power-jet carburetor that cuts fuel consumption up to 34%! Price includes everything . . . no extras.

SCOTT

...pace-setting

SCOTT-ATWATER MANUFACTURING COMPANY



THE ROYAL SCOTT 40 Unconditionally the finest outboard ever made. Complete new electrical system with generator.

Loewy design! New choice of colors!

Sell America's fastest-growing outboard line!

See why more dealers shift to Scott-Atwater every year:

1. ***A complete line*** of nine superb motors, priced to provide a healthy profit for you.
2. ***Dominant national advertising***—spectacular 3-page color ads in *Post, Life*, outdoor and boating magazines—give you powerful selling support.
3. ***Action-packed promotions*** help you stimulate interest for year 'round sales.
4. ***Exclusive Co-op Plan*** gives you local advertising, displays and selling literature FREE or at half cost!
5. ***"Year-to-pay" Plan*** rids you of financing problems, helps clinch extra sales.
6. ***Exclusive "Away from Home" Warranty*** keeps customers loyal to Scott-Atwater—and to you!

Write now—get full details about a protected Scott-Atwater dealership.
Address: Dept. BI-17, Scott-Atwater Mfg. Co., Minneapolis 13, Minn.

ATWATER
PERFORMANCE

40

A DIVISION OF McCULLOCH MOTORS CORPORATION

THERE'S PROFIT in PLEASURE

WITH RICHARDSON

For 1957 Richardson presents a line of Pleasure Craft that represents an outstanding marketing opportunity for a few more merchandising minded Boat Dealers. Increased production facilities acquired during 1956 have made this possible. In addition to the nine sound values illustrated here, a "43" Sedan and a "43" Express are available. If you are interested in the opportunity for profit represented by the Richardson Cruiser franchise we will be glad to hear from you.

"43" Motor Yacht . . . Sleeps Ten . . . from $32,570

Double Cabin "43" . . . Sleeps Eight . . . from $30,570

"39" Sedan Cruiser . . . Sleeps Eight . . . from $22,370

"39" Express Cruiser . . . Sleeps Six . . . from $21,170

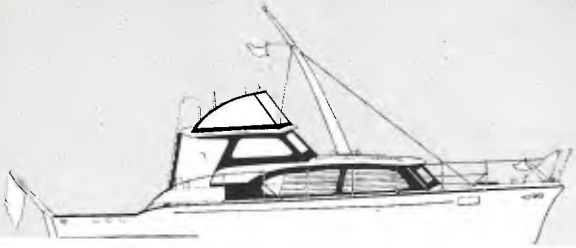
"34" Sedan Cruiser . . . Sleeps Six . . . from $15,940

"34" Express Cruiser . . . Sleeps Six . . . from $15,090

"27" Express Cruiser . . . Sleeps Four . . . from $7,995

"27" Utility Day Cruiser . . . from $6,675

"40" Custom Sport Cruiser . . . Sleeps Six . . . from $25,270



RICHARDSON

Cruisers of Tomorrow

RICHARDSON BOAT CO., INC. NORTH TONAWANDA, N. Y.

BOATING PLEASURE begins with Holsclaw BOAT TRAILERS

Introducing ...the latest in a long line of engineering *FIRSTS!*

SAFER on the way...

EASIER to load and launch

Your trailer is the smallest part of your investment

...DON'T SKIMP ON IT!

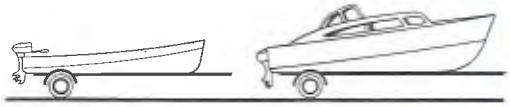
Your big investment is your boat and motor. So it's good economy to buy the best trailer you can to protect them and insure longer, more effective boat and motor life. Check Holsclaw against any trailer on the market at any price. You'll find that Holsclaw has the greatest number of effective engineering firsts to protect your major investment of boat and motor.

THE MAKERS OF HOLSCLAW TRAILERS are men with the fortunate combination of high engineering skills and an overwhelming enthusiasm for boating. This combination drives them to produce better and better trailers every year. It's no wonder Holsclaw continually adds to the growing list of engineering firsts that make trailing safer, easier, and more fun!

CHECK THE LATEST IN A LONG LINE OF HOLSCLAW ENGINEERING FIRSTS!

✓NEW variable pitch coil springs

whether you trail . . .



LIGHT or **HEAVY**

Holsclaw's new variable pitch coil springs give your boat and motor the same soft, safe ride.

The new Holsclaw spring design is so simple, it's revolutionary. Until now, all springs had a uniform pitch, or distance between coils.

If the coils were close together like this, a light load would ride easy but a heavy load would ride bumpy.

If the coils were wide apart like this, a heavy load would ride well. But a light load would ride hard.

NEW!

HOLSCLAW DESIGN

Now, Holsclaw has designed a boat trailer spring that combines both the narrow pitch and the wide pitch so that both heavy and light loads get a soft ride — the same type of smooth, safe ride for loads ranging from 150 to 650 pounds. With overload springs, maximum loads on some models can be increased to a total of 930 pounds and to 1,200 pounds on others. Designed especially for boat trailers, the new Variable Pitch Coil Springs are another Holsclaw engineering exclusive.

✓NEW LONGITUDINAL ROLLER SET

protects your boat in the vital planing zone!

The planing surface of your boat is the most important part. Any gouges or dents here increase friction and cut down speed, labor your motor, and make your boat harder to handle. Holsclaw's exclusive, new Longitudinal Roller Set provides an important 12 feet of longitudinal support for the vital zone of your boat. Fully universal in its movement, it adjusts automatically to the planing surface and easily handles multi-keel boats that can't be cradled properly in conventional supports. The longitudinal rollers also make it easy for you to load and unload your boat under all conditions.

✓NEW IMPROVED MOTOR SUPPORT

takes strain off both transom and motor!

Transmits weight of motor directly to trailer. Now equipped with strap to hold motor securely at ANY angle. Even if the motor itself has a locking device to hold it in the tilt position, the movement or vibration of the locked motor will damage both the motor and transom if a Holsclaw Motor Support is not used.

✓NEW TRAILER TILT SUPPORT

solves unusual loading problems!

Designed especially for those who have such unusual loading conditions as a gradual shore line or a sharp drop-off near the water's edge. Can be specified in place of the straight tongues at a slight additional cost for all trailers except the T-50, T-350, T-450, and T-475 models. To operate, simply remove a locking pin and push the boat back on the trailer. (Rollers make the job easy.) Shifting of weight automatically tilts trailer. Notice that the tilt tongue supports the entire boat as it tilts. Anything less than complete support could damage the boat bottom. Locked in the running position, the tilt tongue operates the same as a conventional trailer.

OTHER HOLSCLAW FIRSTS...

the result of 30 years of manufacturing and engineering experience...

FULL, SAFE SUPPORT

Your boat is supported on rubber as though it were floating in water.

Full-length grooved tongue and separated rubber rollers *nest* your keel and bilge keels. Drawing shows how Holsclaw's adjustable rollers protect multi-keel boats. Rollers at end of trailer provide full transom support. And now, Holsclaw's new Longitudinal Roller Set (shown on opposite page) provides an important, additional 12 feet of longitudinal support for the vital planing surface of your boat. In addition, fully adjustable support protects bow by surrounding it with rubber. Holsclaw's new, improved Motor Support (shown on opposite page) transmits weight of motor directly to trailer — takes the strain off *both* motor and transom. And, to insure a smooth, safe ride no matter what the load, Holsclaw trailers are now equipped with the new Variable Pitch Coil Springs described and illustrated on opposite page. Who but Holsclaw provides so many protective devices to guard your major investment of boat and motor?

EASY TO LOAD AND LAUNCH

Holsclaw trailers are full of features that help keep boating what it should be — fun rather than work.

Rubber rollers ease boat safely on or off trailer. Geared winch takes the "muscle" out of the operation. Positive Trailer Tilt (shown here) lets you tilt your trailer without disconnecting it from your car. Tongue can't fly up or down. For unusual loading problems, Holsclaw has introduced the new Trailer Tilt Tongue (shown on opposite page). You can load and unload *any* Holsclaw trailer without putting trailer in water — or run trailer in water if you wish . . . moisture won't hurt it.

STRONGEST AXLE ON ANY TRAILER

2¼" diameter extra heavy gauge tubular steel axle — by far the strongest axle on any make of trailer.

FINEST MATERIALS

Holsclaw uses only the finest hard-carbon steel, heat-treated S.A.E. bolts and the latest and best aircraft-type self-locking nuts. Provides greatest strength and safety.

MEMBER OF O.B.C.

Holsclaw Bros., Inc., is a member of the Outboard Boating Club Trailers Manufacturing Association and all Holsclaw trailers more than meet any standards as set up by this group.

HOW TO PICK THE RIGHT HOLSCLAW TRAILER FOR YOUR BOAT AND MOTOR...

The tendency is to underestimate the capacity trailer you need. Experience shows you should add 400 pounds to the bare weight of your boat to take care of a heavy motor, accessories, and miscellaneous equipment. Holsclaw offers a complete line of trailers, so you can select the correct trailer for the type and weight of boat you own. There's sure to be a Holsclaw to meet your exact needs.

TRAILERS FOR BOATS UP TO 14', CAPACITY 400#, 4:00 x 8 WHEELS

STANDARD T-50

The ideal trailer for the economy-minded sportsman. Low in cost — lightweight. Recommended for lightweight boats up to 14' in length.

ST-50 SPECIFICATIONS

- Shipped complete as shown
- Self-Adjusting Rubber Roller Cradle
- Adjustable Winch Stand
- Adjustable Roller on Back
- Aluminum Wheels
- High-Speed Timken Bearings and Grease Seals
- Airplane-Type Shock Absorbers
- Tongue Length 13' 6"
- Track 56"
- Tires 400/8—2-Ply
- Capacity 400#
- Shipping Weight 135#

UTILITY T-50

Same trailer as Standard T-50 except shipped less Shock Absorbers and with Self-Adjusting Cradles in place of Rubber Rollers.

UT-50 SPECIFICATIONS

- Shipped complete as shown
- Self-Adjusting Cradles
- Adjustable Winch Stand
- Adjustable Roller on Back
- Aluminum Wheels
- High-Speed Timken Bearings and Grease Seals
- Tongue length 13' 6"
- Track 56"
- Tires 400/8—2-Ply
- Capacity 400#
- Shipping Weight 118#

SUPER DELUXE

In the Super Deluxe, Holsclaw gives you the most complete boat trailer on the market today, equipped with everything to make boating a pleasure. Holsclaw's new, fully adjustable longitudinal roller support gives you 12 feet of hull support that automatically fits the planing surface of your boat. This support, as well as the keel support and transom support, is all on rubber rollers that make launching and loading simple and easy.

TIE-DOWN BAR INCLUDED

SPECIFICATIONS

- Tie-Down Bar
- Electric Tail Light and Reflector
- Winch
- Airplane-Type Shock Absorbers
- Self-Adjusting Longitudinal Rubber Roller Cradle
- Adjustable Rubber Padded Bow Support and Winch Stand
- Grooved Tongue with Rubber Rollers Installed (May be specified with Tilt-Tongue at extra cost)
- Chrome Hub Caps
- Self-Adjusting Large Rubber Roller Transom Support
- Demountable Automotive-Type Wheels
- High-Speed, Tapered Timken Bearings and Grease Seals
- Track 62"

SUPER DELUXE MAY BE ORDERED WITH EITHER 8" OR 12" WHEELS

MODELS WITH 8" WHEELS

SDT-150-14 — For 12' and 14' boats. Shipped as shown above with 400 x 8 —4-ply high-speed tires. Capacity 650#, 930# with overload springs. Tongue 3" x 3" x 14' 6" long. Shipping Weight 290#.

SDT-150-16 — For boats 16' long. Shipped as shown above with 400 x 8 — 4-ply high-speed tires. Capacity 650#, 930# with overload springs. Tongue 3" x 4" x 16' 6" long. Shipping Weight 316#.

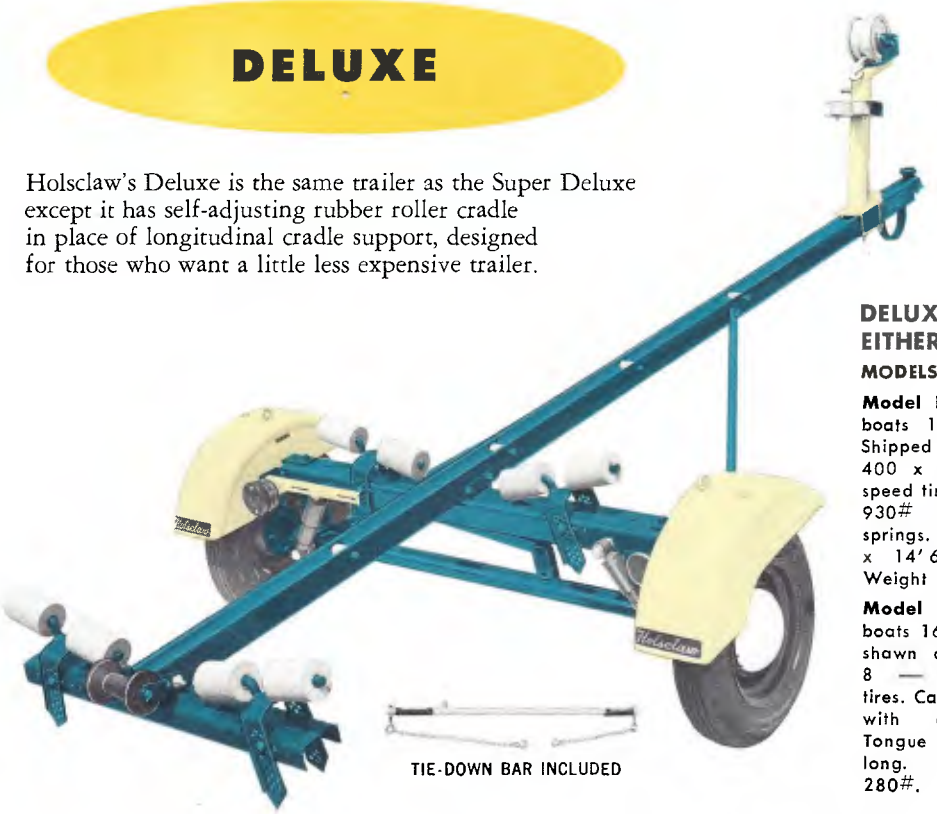
MODELS WITH 12" WHEELS

SDT-175-14 — For 12' and 14' boats. Shipped as shown above except equipped with 12" wheels. Tires 400 x 12 — 4-ply high-speed. Capacity 650#, 930# with overload springs. Tongue 3" x 3" — length 14' 6". Shipping Weight 305#.

SDT-175-16 — For boats 16' long. Shipped as shown above except equipped with 12" wheels. Tires 400 x 12 — 4-ply high speed. Capacity 650#, 1200# with overload springs. Tongue 3" x 4" — length 16' 6". Shipping Weight 330#.

DELUXE

Holsclaw's Deluxe is the same trailer as the Super Deluxe except it has self-adjusting rubber roller cradle in place of longitudinal cradle support, designed for those who want a little less expensive trailer.



TIE-DOWN BAR INCLUDED

SPECIFICATIONS

- Tie-Down Bar
- Electric Tail Light and Reflector
- Winch
- Airplane-Type Shock Absorbers
- Self-Adjusting Rubber Roller Cradles
- Adjustable Rubber-Padded Bow Support and Winch Stand
- Grooved Tongue with Rubber Rollers Installed
- Self-Adjusting Large Rubber Roller Transom Support
- Demountable Automotive-Type Wheels
- High-Speed, Tapered Timken Bearings and Grease Seals
- Track 62"
- Chrome Hub Caps

DELUXE MAY BE ORDERED WITH EITHER 8" OR 12" WHEELS

MODELS WITH 8" WHEELS

Model DT-150-14 — For boats 12' and 14' long. Shipped as shown with 400 x 8 — 4-ply high-speed tires. Capacity 650#, 930# with overload springs. Tongue 3" x 3" x 14' 6" lang. Shipping Weight 255#.

Model DT-150-16 — For boats 16' long. Shipped as shown above with 400 x 8 — 4-ply high-speed tires. Capacity 650#, 930# with overload springs. Tongue 3" x 4" x 16' 6" long. Shipping Weight 280#.

MODELS WITH 12" WHEELS

Model DT-175-14 — For boats 12' and 14' long. Shipped as shown above except equipped with 12" wheels. Tires 400 x 12 — 4-ply high-speed. Capacity 650#, 930# with overload springs. Tongue 3" x 3" — length 14' 6". Shipping Weight 270#.

Model DT-175-16 — For boats 16' long. Shipped as shown above except equipped with 12" wheels. Tires 400 x 12 — 4-ply high-speed. Capacity 650#, 1200# with overload springs. Tongue 3" x 4" — length 16' 6". Shipping Weight 295#.

STANDARD

Holsclaw Standard is the same trailer as the Super Deluxe and the Deluxe except various accessories have been removed in order to offer you a wonderful trailer at lower cost.

TIE-DOWN BAR INCLUDED

SPECIFICATIONS

- Tie-Down Bar
- Self-Adjusting Bow Support and Winch Stand
- Self-Adjusting Rubber Roller Cradle
- Grooved Tongue with Rubber Rollers Installed
- Demountable Automotive-Type Wheels
- High-Speed, Tapered Timken Bearings and Grease Seals
- Track 62"
- Airplane-Type Shock Absorbers

STANDARD MAY BE ORDERED WITH EITHER 8" OR 12" WHEELS

MODELS WITH 8" WHEELS

Model ST-150-14 — For boats 12' and 14' long. Shipped as shown above with 400 x 8 — 4-ply high-speed tires. Capacity 650#, 930# with overload springs. Tongue 3" x 3" x 14' 6". long. Shipping Weight 200#.

Model ST-150-16 — For boats 16' long. Shipped as shown above with 400 x 8 — 4-ply high-speed tires. Capacity 650#, 930# with overload springs. Tongue 3" x 4" x 16' 6" long. Shipping Weight 225#.

MODELS WITH 12" WHEELS

Model ST-175-14 — For boats 12' and 14' long. Shipped as shown above except equipped with 12" wheels. Tires 400 x 12 — 4-ply high-speed. Capacity 650#, 930# with overload springs. Tongue 3" x 3" — length 14' 6". Shipping Weight 215#.

Model ST-175-16 — For boats 16' long. Shipped as shown above except equipped with 12" wheels. Tires 400 x 12 — 4-ply high-speed. Capacity 650#, 1200# with overload springs. Tongue 3" x 4" — length 16' 6". Shipping Weight 240#.

UTILITY

This model offers you the same heavy construction found in the models Super Deluxe, Deluxe and Standard with various accessories changed to give you a still lower cost trailer.

SPECIFICATIONS

- Self-Adjustable Rubber-Padded Bow Support and Winch Stand
- Self-Adjusting Cradles
- Airplane-Type Shock Absorbers
- Grooved Tongue with Rubber Rollers Installed
- Demountable Automotive-Type Wheels
- High-Speed, Tapered Timken Bearings and Grease Seals
- Track 62"

UTILITY COMES WITH 8" WHEELS ONLY

Model UT-150-14 — For boats 12' and 14' long. Shipped as shown above with 400 x 8 — 4-ply high-speed tires. Capacity 650#, 930# with overload springs. Tongue 3" x 3" x 14' 6" long. Shipping Weight 180#.

Model UT-150-16 — For boats 16' long. Shipped as shown above with 400 x 8 — 4-ply high-speed tires. Capacity 650#, 930# with overload springs. Tongue 3" x 4" x 16' 6" long. Shipping Weight 205#.

NOTE: The capacity of Models SDT-150-16, DT-150-16, ST-150-16, and UT-150-16 with overload springs may be increased to 1200# by specifying 16 x 500 x 8 — 4-ply tires in place of the 400 x 8 — 4-ply. See price sheet.

NOTE: For 18-ft. boats order the Super Deluxe, Deluxe, Standard, or Utility with 18-ft. tongue. See price sheet.

MODEL T-350

TIE-DOWN BAR INCLUDED

Holsclaw's tandem trailer is the last word in trailers for large outboard runabouts or cruisers up to 18′ in length and not over 1400 lbs. in total weight.

T-350 SPECIFICATIONS

- Shipped Complete as Shown with 16′ or 18′ Grooved Tongue with Roller Installed
- Rubber Roller Transom Support
- Two Sets of Self-Adjusting Large Rubber Roller Cradles
- Tall, Adjustable Winch Stand and Rubber-Padded Bow Support
- Electric Tail Light and Reflector
- Four Airplane-Type Shock Absorbers and Overload Springs
- Demountable Automotive-Type Wheels
- Chrome Hub Caps
- Winch
- Capacity 1400 Lbs.
- Tires 400/8 — 4-Ply High Speed
- High-speed Tapered Timken Bearings and Grease Seals
- Tongue Length 18′
- Track 62″
- Shipping Weight 460#

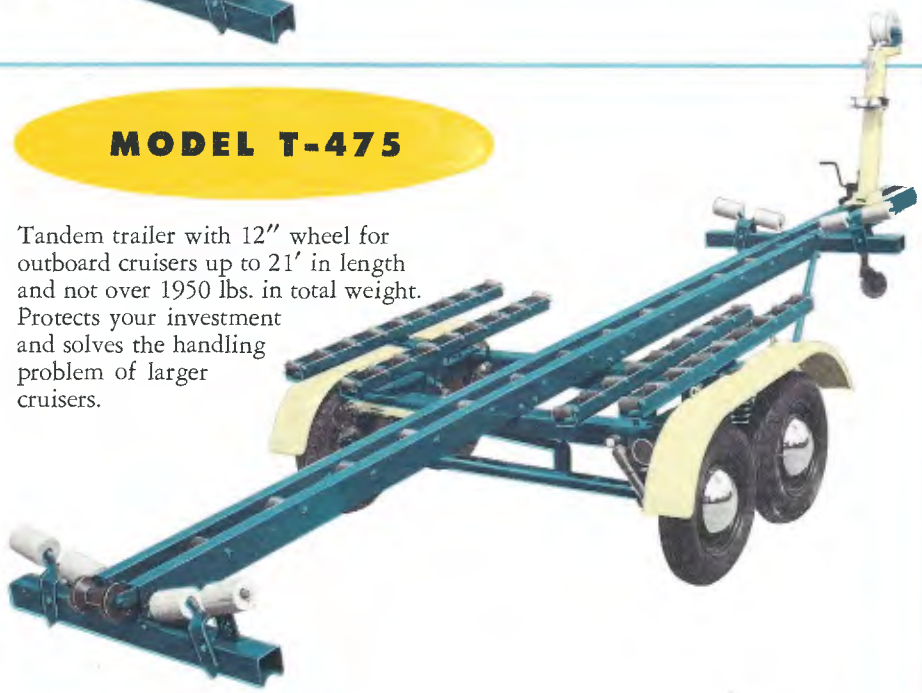
MODEL T-450

Tandem trailer with 8″ wheels for outboard cruisers up to 18′ in length and not over 1850 lbs. in total weight, designed to make loading and unloading easier and to give maximum support to boat.

T-450 SPECIFICATIONS

- Trailer Shipped Complete as Shown
- Tall Adjustable Winch Stand
- Adjustable Rubber-Padded Bow Support
- Heavy-Duty, 9:1 Geared Winch
- Twin Tongues with Rollers Between Tongues
- Self-Adjusting Front Boat Support
- May Be Ordered with Longitudinal Side Cradles as Shown or with Longitudinal Side Rollers as Shown on Model T-475. See Price Sheet.
- Adjustable Roller Transom Support
- Parking Jack; Electric Tail Light
- Demountable Automotive-Type Wheels
- Chrome Hub Caps
- Tires 400/8 — 4-Ply
- High-Speed Timken Bearings and Grease Seals
- Tongue Length 18′
- Track 62″
- Capacity 1850 lbs.
- Shiipping Weight 600#

MODEL T-475



Tandem trailer with 12″ wheel for outboard cruisers up to 21′ in length and not over 1950 lbs. in total weight. Protects your investment and solves the handling problem of larger cruisers.

T-475 SPECIFICATIONS

- Tall, Adjustable Winch Stand
- Adjustable Rubber-Padded Bow Support
- Heavy-Duty, 9:1 Geared Winch
- Twin Tongues with Rollers Between Tongues
- Self-Adjusting Front Boat Support
- May Be Ordered with Longitudinal Side Rollers as Shown or with Longitudinal Side Cradles as Shown on Model T-450. See Price Sheet.
- Adjustable Roller Transom Support
- Parking Jack; Electric Tail Light
- Tongue Length 20′
- Capacity 1950#
- 480/12 Automotive-Type Demountable One-Piece Wheels
- 4-Ply High-Speed Tires
- Timken Bearings and Grease Seals
- Shipping Weight 630#

A C C

HA-1 HANDY EMERGENCY TAIL LIGHT

For all types of trailers. Powered by single-cell battery that will last many hours. It eliminates the need for running wires from your trailer to car.

HA-2 TAIL LIGHT KIT

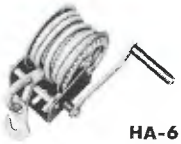
Combination stop and tail light is available to those who wish to wire their trailer lights to their car or those who wish to put two lights on their trailer. Holsclaw Trailers are equipped with mounting brackets. Standard equipment on Models SDT-150, DT-150, SDT-175, DT-175, T-350, T-450, and T-475.

HA-4 BUMPER CLAMP

Designed to fit wide range of bumpers. Will carry any load bumper will safely stand. Ball furnished with all trailers except Model T-50.

HA-5 SAFETY CHAIN

A must on all trailers to comply with state laws. The chain is 38" long with a 1200# test strength. Covered with rubber to eliminate rattle.



HA-6 WINCH

Three-to-one geared winch with rope and hook makes loading and unloading of boat easier. Trailers equipped with mounting holes. Standard equipment on Models SDT-150, DT-150, SDT-175, DT-175, and T-350.

HA-25 HEAVY DUTY WINCH

Nine-to-one geared winch, especially designed for heavy loads. Standard equipment on Models T-450 and T-475.

HB-12 ROLLER ASSEMBLY

Same rollers as shown on HB-11 except does not include crossbeam. Can be installed on all 1957 Holsclaw Trailers and many other make trailers. Fits over 4" beam. Gives utmost ease in loading and unloading boat. Standard equipment on all models except UT-50, UT-150, T-450, and T-475. Patent pending.

HA-12 ROLLER ASSEMBLY

Same rollers as HB-12 except fits over 3" beam and fits all Holsclaw Trailers through 1956.

HB-11 LOAD EZ TRANSOM SUPPORT

Adjustable roller assembly gives utmost ease and balance in loading and unloading boat, plus greatest possible transom support for carrying your motor on transom at all times. Fits all Holsclow Trailers, except Model T-50. Standard equipment on Models SDT-150, DT-150, SDT-175, DT-175, T-350, T-450, and T-475. Patent pending.

HB-9 OVERLOAD SPRINGS

Holsclaw's trailers (except T-50) are designed for overload springs to give you greater carrying capacity. No trouble to install. These springs are recommended when hauling heavy outboard boats. Standard equipment on Models T-350, T-450, and T-475. These springs are Holsclaw's new Variable Pitch Springs that give a soft ride to a light load as well as a heavy load.

HB-7 SHOCK ABSORBERS

Especially designed airplane-type shock absorbers for smoother riding trailer, complete with mounting brackets and bolts. A must for all trailers. Standard equipment on all models except UT-50.

HA-8 BOAT TIE-DOWN BAR

Bar telescopes to handle various beam boats, will fit any trailer. Holds boat securely on trailer, eliminates all slippage. Standard equipment on Models SDT-150, DT-150, ST-150, SDT-175, DT-175, ST-175, and S-350. Patent pending.

HB-21 SIDE ROLLER SUPPORT FOR TANDEM TRAILER

Designed to make loading and unloading easier. Gives maximum support to a boat. For use on Models T-350, T-450, and T-475. Patent pending.

HA-22A TRAILER TILT WITH PARKING JACK

Makes it possible to tilt trailer without disconnecting trailer from car. Makes boat loading and unloading safer and easier where shore line is gradual. Can be installed on all Models except DT-50, UT-50, T-450, and T-475. Patent pending.

HA-20 PARKING JACK

Geared crank jack makes it easy to raise or lower third wheel. Caster wheel need not be removed while traveling. Quickly installed on any model trailer. Shipped as standard equipment on Models T-450 and T-475.

HB-29 SPARE WHEEL BRACKET

Bracket for mounting spare wheel on tongue of trailer for S-2-175 Wheel Assembly and T-2-100 Wheel Assembly.

HA-37 DIRECTIONAL LIGHT KIT

Consists of two 4" directional lights, wire and connecting plug. Will fit any Holsclaw Trailer. A requirement in some states.

HA-34 SINGLE OUTBOARD MOTOR SUPPORT

Another Holsclaw first, designed to support motor on transom, transmitting load to trailer, gives complete protection to motor and boat. Equipped with strap to hold motor in any position. Patent pending.

HA-35 DOUBLE MOTOR SUPPORT

Same as HA-34 but designed for those who carry two motors on their boat. Equipped with straps to hold motors in any position. Patent pending.

S-8-350
TALL WINCH STAND

30" high, fully adjustable, for tandem trailers or for those who prefer a taller winch stand on any standard two wheel model. Standard equipment on Model T-350.

HB-36
LONGITUDINAL ROLLER SUPPORT

Pivotal roller assembly that fits the bottom of all boats. Makes loading and unloading easier and gives plenty of longitudinal roller support. Fully adjustable to fit any boat. Used in place of HB-12 where lengthwise support is desired. Standard equipment on SDT-150 and SDT-175. Patent pending.

HA-32
TRANSOM TIE-DOWN KIT

Positive, quick-acting tie-down kit for tying transom of boat to trailer. Rubber-padded, self-adjusting to transom thickness.

HA-38
ECONOMY TRANSOM TIE-DOWN KIT

Same as HA-32, except not rubber padded and not self-adjusting

HA-33
BOW TIE-DOWN KIT

Quick action, positive lack, spring loading for tying bow of boat to trailers.

S-6-50 REAR ROLLER ASSEMBLY

Rear roller assembly fits 2"-wide tongue. May be installed on tongue of trailer to act as boat guide and to make loading and launching easier.

S-6-100 REAR ROLLER ASSEMBLY

Designed to fit 3"-wide tongue. May be installed on tongue of trailers far easy loading and unloading.

S-8-100A
BOW MOUNT ASSEMBLY

Completely adjustable. Fits the bow of any boat. Made for any 2"-to-3"-wide tongue. May be installed on tongue of trailer to act as front boat support.

HA-39 WINCH

3:1 geared winch without rope. Can be installed on any trailer.

HA-40
TILT-TYPE TONGUE

Complete tilt-type tongue assembly. Can be installed on any trailer in place of straight tongue, except Models ST-50, UT-50, T-350, T-450, and T-475. Tilt tongue breaks forward to allow trailer bed to tilt. Desired for some loading conditions. Locks in place when in running position. Available in two lengths. HA-40-14 — For boats up to 14 ft. HA-40-16 — For boats up to 16 ft.

HA-41
HAND DOLLY

Ideal for moving loaded trailer from place to place. Equipped with 10 x 2.75 wheels.

HA-42
RETRACTABLE CASTER WHEEL

Mounts on tongue of trailer. Has 10" semi-pneumatic tire, pivots for effortless handling. When hauling wheel, retracts conveniently up against tongue and out of the way. Wheel locks, either up or down.

manufactured by **HOLSCLAW BROS., INC.** 408 N. WILLOW ROAD EVANSVILLE, INDIANA

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More Data No., Duracraft 28

Which Spark Plug should you recommend?

• Use this helpful reference to choose the plug type that's right for you

SHIELDED PLUGS

If bilge fumes present a potential hazard, or if moisture is causing hard starting or other ignition trouble, this is the plug to recommend. It's waterproof and explosion-proof. Designed for use with completely radio-shielded ignition systems—easily adapted to standard cable by using Champion's No. 186 Waterproof connector. All heat ranges and gap designs.

"J-GAP" PLUGS

If customer does a lot of trolling, or operates engine at low speed a great deal, J-Gap plugs assure easier starting . . . smoother idle . . . greater resistance to gap bridging. Less fouling assured by the special cut-back, shell electrode. Recommended for all 2-cycle engines. For 4-cycle engines, use regular Champions in "hotter" range when trolling for long intervals.

Identify J-Gap plugs by letter "J" following initial letter and number.

RACING PLUGS

If customer races, or operates at "full throttle" most of the time, these plugs provide proper heat ranges and gap designs for both outboard and inboard engines. Resist overheating, preignition, and other problems of continuous high-speed operation. Champion's new Powerfire electrode stands up exceptionally well under this heavy-duty, high-speed operation.

REGULAR PLUGS

If customer runs boat in all speed ranges, instead of at prolonged low or high speeds, regular Champions offer longer life, more power, greater dependability—especially where bilge fumes or excessive moisture are no problem. He'll get this extra power-producing performance in any marine inboard engine, regardless of size or make.

No matter what kind of engine your customer has—or what type of boating he prefers—there is a Champion Spark Plug type designed to give him the most in engine power, performance and safety. And all Champion marine spark plugs have the new Powerfire electrode that stands up better in heavy-duty use.

Post this page in a convenient place. It will help you and your employees recommend the best possible spark plug type for all your customers. Experience has proven that every engine does its best with dependable Champions, the world's favorite spark plugs.

BEST FOR ALL ENGINES...

CHAMPION

SPARK PLUGS

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More Data No., Champion Spark Plug 29

THE BOATING INDUSTRY

A Trade Paper

PUBLISHED EIGHT TIMES A YEAR FOR EVERY DEALER, JOBBER, BUILDER, YARD OPERATOR, ARCHITECT IN THE PLEASURE AND COMMERCIAL BOAT INDUSTRY.

ST. JOSEPH MICHIGAN

VOL. 20, No. 1 JANUARY 15, 1957

CONTENTS

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JANUARY 15
NEW YORK - CHICAGO SHOW ISSUE

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THE PRIDE OF THE 1957 FLEET

1 The Leek single engine 29′ Pacemaker.
2 Matthews "42" double cabin cruiser.
3 35′ Sea Skiff by Chris-Craft.
4 A flying bridge cruiser by Clayton; 34′.
5 One of Roamer's new fleet.
6 The all steel 30′ Hackerform by Kehrig.
7 Richardson's 43′ motor yacht.
8 The 61′ Wheeler promenade yacht.
9 Colonial's 37′ express cruiser sleeps six.

AUTOPSY OF LOST SALES

By CHARLES J. FRISBIE — Seattle, Washington
With Full credit to my friends Borden and Busse

Test yourself on the following but think of one sale that you lost and pick out one of the reasons why you lost this sale.

1. I made exaggerated claims. I was a belief burgler.
2. I spent my time on someone easy to reach when I should have gone to the big buyer.
3. I did not use the tools of my trade. (Testimonials, etc.)
4. I kept my big mouth open too long.
5. I forgot to touch each base. I should have given a course dinner instead of goulash.
6. I did not know enough about his problem.
7. I did not sell *myself* thoroughly enough. (Manners, appearance, sourpuss.)
8. I got into an argument and won it.
9. I did not know enough about my product and its uses. I was an information nudist, using fig leaves phases to cover up my naked ignorance.
10. I took too much time knocking my competitors.
11. "I had a friend in the Business" and did not keep on selling him.
12. I did not generate enthusiasm.
13. I did not plan my presentation.
14. I got cold feet because I said it cost too much.
15. I did not get hot enough to take the ICE out of PRICE.
16. I neglected my customer too long.
17. I wasn't a good closer. I didn't know how to change "maybe later" into "yes now". I wasn't newsy. My old song was unchanged.
18. My body and voice were poor instruments of communication.
19. I wasn't clear enough. I failed to put PLAIN in "EXPLAIN".
20. I never *tried* to make the sale. Fear prevented me.

I forgot the old Greek philosopher who said, "the guy you don't call on, don't buy NOTHIN!" An old Chinese proverb: "Man who covers chair instead of territory stay on bottom."

IN 1956

28,000,000 Americans Spent $1,250,000,000 on

BOATING

The Nations Top Family Sport

Recreational Boats in use in U.S.

YEAR	NUMBER OF BOATS
1904	15,000
1913	400,000
1930	1,500,000

YEAR	NUMBER OF BOATS
1947	2,440,000
1953	5,023,000
1956	5,971,000

397,000

Motor boats numbered by the U. S. Coast Guard for use on federal waters, including inboard cruisers and runabouts, outboard boats over 16 feet and auxiliary sailboats, based upon USCG registration figures as of Sept. 1956.

450,000

Inboard motor boats (unnumbered) in use on waters not under federal jurisdiction.

4,000

Inboard cruisers and auxiliary sailboats five net tons or over documented by U. S. Bureau of Customs.

4,545,000

Outboard motors in use in U. S. including 584,000 new units sold in 1956 based on figures of the Outboard Boating Club of America. The I.A.C. estimates that there is one small craft (outboard runabout, dinghy, pram, canoe, dory or rowboat) for each motor in use.

575,000

Sail boats without inboard power on all waterways.

5,971,000

Total number of pleasure craft estimated to be in existence on all U. S. waters. One for every 28 persons.

434,000

More boats afloat in U. S. in 1956 than the previous year. This includes about 280,000 new outboard boats (according to the O.B.C.), with the remaining 154,000 divided between inboard cruisers and runabouts, sailboats and miscellaneous small craft.

1,250,000,000

(one and a quarter billion dollars) Spent at the retail level for new and used boats, accessories, safety equipment, fuel, insurance, docking, maintenance, etc., during calendar 1956. Of this $316,440,000 was spent for the purchase of new outboard boats and motors, according to O.B.C. Overall expenditure is up approximately 13½ per cent over the previous year.

28,000,000

Persons estimated to have taken part in recreational boating, making use of the waterways more than only once or twice during 1956, or about 17 per cent of all persons living in continental United States, according to U. S. Bureau of Census figures.

750,000

Boat trailers in use.

55,000

Marine radiotelephones on pleasure craft according to Federal Communications Commission figures, compared with 8,204 in 1947.

5,000,000

Square feet of natural and synthetic cloth sold for use as sails. (Estimated that approximately 95 per cent is synthetic, with sailmakers reporting dacron as the most popular material.)

10,000

Marinas and waterfront docking and launching facilities for recreational craft on all waterways offering some service to boat owners. Of these, perhaps 2,000 can be considered first rate marinas offering a wide range of facilities and accommodating up to 400-500 craft each.

807

Yacht clubs listed in Lloyd's Register of American Yachts. The North American Yacht Racing Union, supervisory body for sailboat racing on this continent, claims about 820 yacht clubs are affiliated with it.

300

Motor boat racing organizations affiliated with the American Power Boat Association, supervisory body for inboard and outboard motor boat racing.

850

Local boating groups, outboard cruising clubs and the like unaffiliated with any nationwide group.

13,000

Linear miles (approximate) of general tidal shoreline of the United States, measured at the three-mile limit, according to the U. S. Coast & Geodetic Survey, courtesy National Geographic Society.

60,000

Square miles (approximate) of natural and man-made inland waters in the United States, including rivers, lakes, ponds and reservoirs. Based upon figures of the Census Bureau, the Bureau of Reclamation and the Corps of Engineers, U. S. Army, through courtesy of the National Geographic Society.

95,000

Square miles (approximate) total area Great Lakes, courtesy of National Geographic Society.

$25,000,000

Worth of boats, marine engines and nautical accessories exported by the United States during 1955 (last complete year available), according to U. S. Dept. of Commerce.

$4,500,000

Worth of boats, marine engines and nautical accessories imported into this country in 1955.

331,000,000

Gallons of gasoline divided 137,000,000 gals. for inboards and 194,000,000 for outboards. Based upon an estimate of 150 gals. per year used by inboards and 42.6 gals. per year used by outboards.

17,500,000

Gallons of diesel fuel.

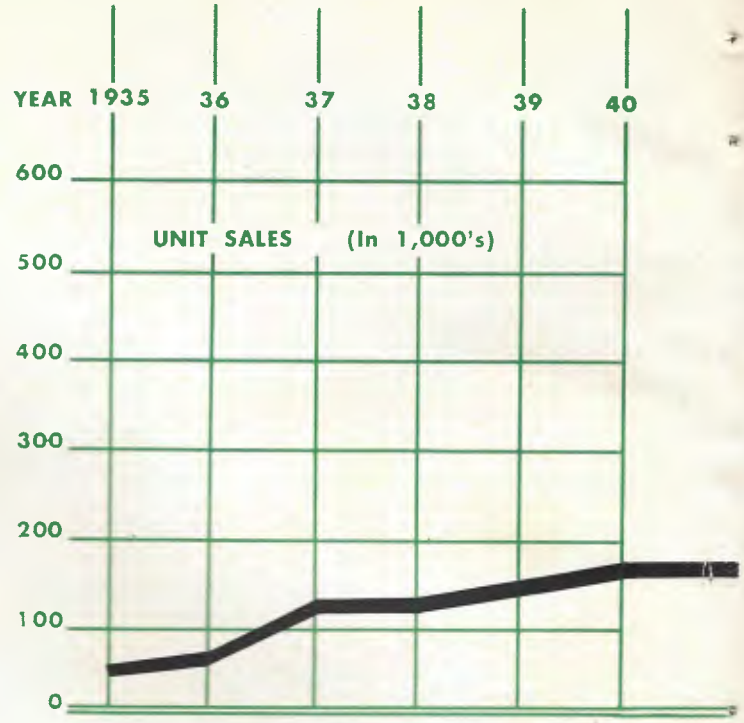
15,225,000

Gallons of lubricating oil, divided 3,100,000 gals. for inboards and 12,125,000 gals. for outboards.

(NOTE: These consumption figures do not include commercial fishing craft, eliminated from last year's figures.)

The figures given on this and the preceeding page are estimates prepared by the Industry Advisory Committee on Statistics of the National Association of Engine and Boat Manufacturers, Inc., 420 Lexington Avenue, New York, New York.

A Growing Industry



These figures were compiled by the Research Department of the Outboard Motor Manufacturers Association, the Outboard Boat Manufacturers Association, and the Boat Trailer Manufacturers Association. The figures for 1956 are subject to modifications arising from end-of-the-year sales and purchases.

A NEW chapter, the most fabulous yet, was added to the story of boating during 1956 — it concerns outboard motors.

In the post war years of 1946 and 1947 there existed an unprecedented demand for outboard motors just as there was for every other type of merchandise. It was the general consensus of opinion at that time that after this demand was met the outboard motor market would level off again to a more normal pattern. True, there was a general leveling trend evidenced during the years that followed, due in part to factors beyond the control of manufacturers or buyers, but this was not to be permanent. From the charts on these pages it is interesting to follow this pattern.

Beginning in 1952 we note that again there is a steady rise in outboard motor demand on the part of the buying public. This demand has continued to increase until during 1956 the actual number of unit sales of outboard motors surpassed that of 1947, the previous peak year.

In unit sales alone this new sales record is significant but in increased dollar volume it is phenominal.

Twenty year ago the outboard motor was little more than a novelty. In 1935 sales totaled 41.000 units. Now over 550,000 units are sold annually, 640,000 in 1956.

As the first chart indicates, and we mentioned earlier, the growth has generally been steady. The fluctuations that did occur over the years were the results of factors beyond the control of the industry and the boating public.

The drop in sales in 1951 was caused by material allocations growing out of the Korean war. Again a backlog was built up and, when the resulting unusual demand was met, sales leveled out at higher annual total than before.

Unit sales figures, revealing as they are, do not tell the complete story. An even more remarkable growth is seen in the dollar volume of outboard motor sales.

(Second Chart) In 1956, dollar volume was 64 percent higher than in the peak unit sales year of 1947. These figures do not hide any substantial price increases — not by any reasonable post-war standards.

The third chart shows that the price of a unit of outboard motor horsepower had decreased since 1941. But the average price of a motor has nearly doubled.

The explanation of this apparent contradiction lies in a consumer preference swing to motors of higher horsepower. Motors sold in 1941 averaged 3.6 horsepower: motors sold in 1956 averaged 14.2 horsepower.

Behind the trend toward larger motors — and boats — is the fact that outboard boating has become a family sport. Not so long ago, the outboard motor was thought of almost exclusively as an item of auxiliary equipment for fishermen. Fishing continues to represent a major use of outboard motors and boats. But the same boats and motors used for fishing are now also a means for such all-family activities as cruising, water-skiing, vacationing and picnicking.

Like the number of new outboard motors put into use, the number of new boats put on the water has shown a steady increase over the years. And as consumer preference for larger motors has grown, the boats to go with them have tended to be larger and more expensive. The history of this growth is shown in the fourth chart.

A fairly new but vitally important arrival on the outboarding scene is the boat trailer. Its popularity has increased prodigiously. As shown in the fifth chart, unit sales since 1939, when the first factory built trailer was produced, have grown by 10,000 percent. The average price of a trailer in 1956 was $160.00.

The rise in demand for boat trailers is another result of outboard boating's having become a family sport and the resulting trend toward larger boats and motors. Today, most of the outboard boats currently purchased are too large to carry on automobile tops and the trailer provides the only practical means of transportation. Moreover, the trailer-borne boat, which can be parked in the family garage or backyard when not in use, has brought boating to persons for whom it was not possible before — including city dwellers and residents of areas where waterways are not located nearby.

Don't Pass Up the Children They Can Help You Sell!

By LAWRENCE S. BLANCHARD

"CHILDREN UNDER SIXTEEN NOT ADMITTED UNLESS ACCOMPANIED BY A PARENT." This was the sign that greeted me as I entered the grounds of a large and highly regarded yacht basin and boat dealer which had employed our firm of marketing and management consultants to advise them how they could sell more boats. We were given an idea for our survey even as we crossed the threshold of our client's beautifully kept yard.

For he was discouraging, right at his entrance, what could be a valuable addition to his sales force, one that will work for him during waking and parent awaking hours, nights and holidays, from soup to dessert. And the only commission he would have to pay this section of his sales force would be an occasional bit of repair work, revarnishing and perhaps here and there the replacement of some easily movable item.

While our own children have long since passed the age of fifteen, we can well remember how such a sign would have seemed to them very much like a slap in the face, a reflection on their grown-up status. If we had had boys instead of three girls I am sure their feelings would have been more so.

In contrast, I know of another boat yard which has become very much like a club for boys, as well as for grownups in season and out. And there I have often seen repeated the following sequence of events: (1) Boy comes to the yard—often with friends—all asking many questions, climbing in and out of boats, while a friendly and understanding dealer tries to keep him or them out of trouble, (2) Boy comes again, this time bringing his father: more questions, much salesmanship by the boy (3) Father comes with his checkbook, as boy smiles happily.

This last boat yard has a room which doubles as a club room for boys. It also has one or two members of its staff who know how to handle boys and from time to time organize activities in which the boys, as well as their parents, are interested.

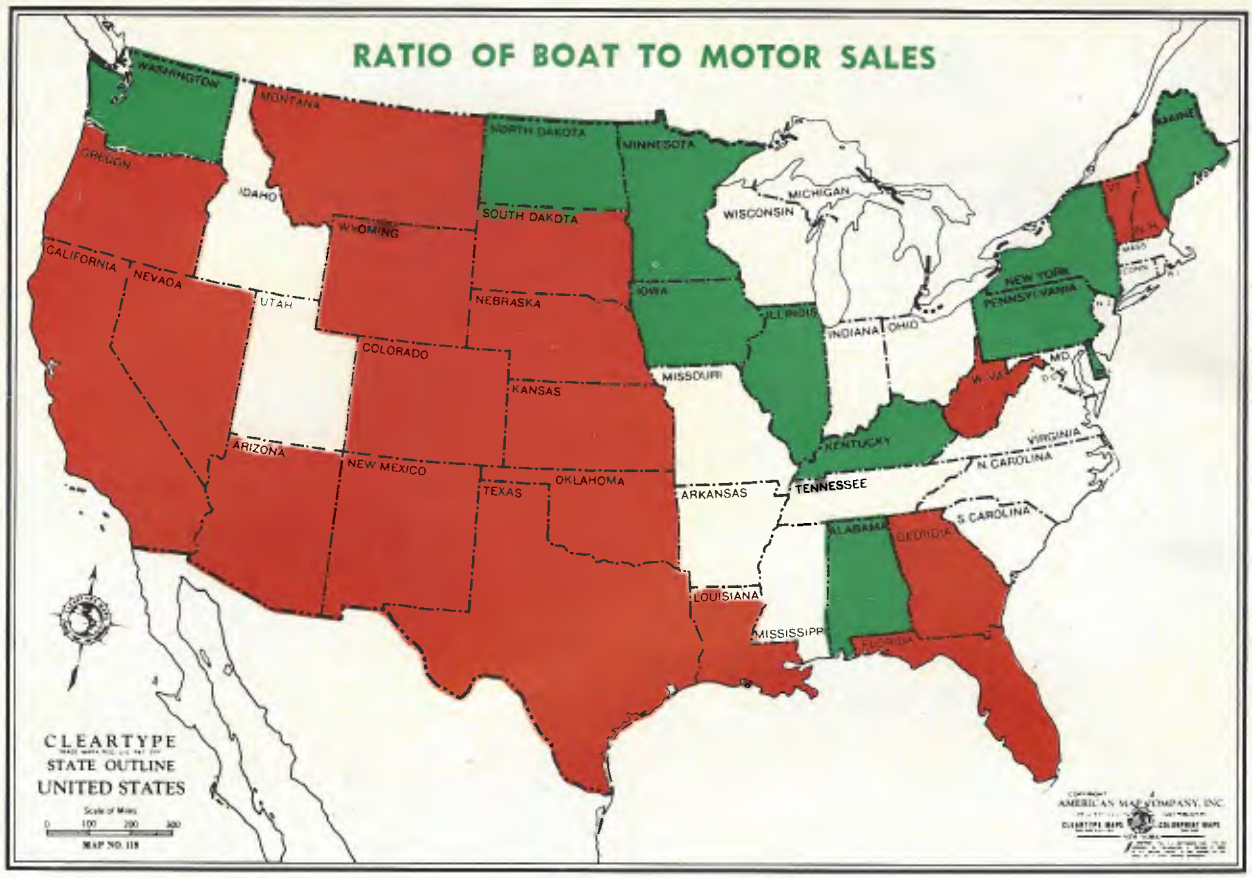
As a partner in a firm which undertakes surveys in the boating industry and as one who has had long experience with boats, from an outboard runabout to a 37 foot auxiliary yawl, I have some very decided ideas as to the part children play in this great and growing industry. As already suggested they begin their operations early and it is of the utmost importance to members of the boating industry to cater to them, even if it means putting up with considerable inconvenience and even property damage. For, as children, they have considerable influence on the ways in which their parents will spend the family's spare income. And later, as grownups, they may become important buyers in the boating market, once they have experienced the beneficial effects of the boating fever.

A yacht broker told us that he and his partner were always glad to show their listings to boys. In this way they recently sold a "Lightning" to a thirteen year old boy, though his father later came along and signed the check. This one instance among many which have come to our attention.

What can be done to interest children, and at the same time to keep them out of mischief?

1. For one thing, it is important to have an understanding and sympathetic attitude towards children on the part of the boat dealer or yard operator. This means someone on hand with considerable patience, combined with the necessary firmness.

(Please turn to page 562)



MAP No. 1

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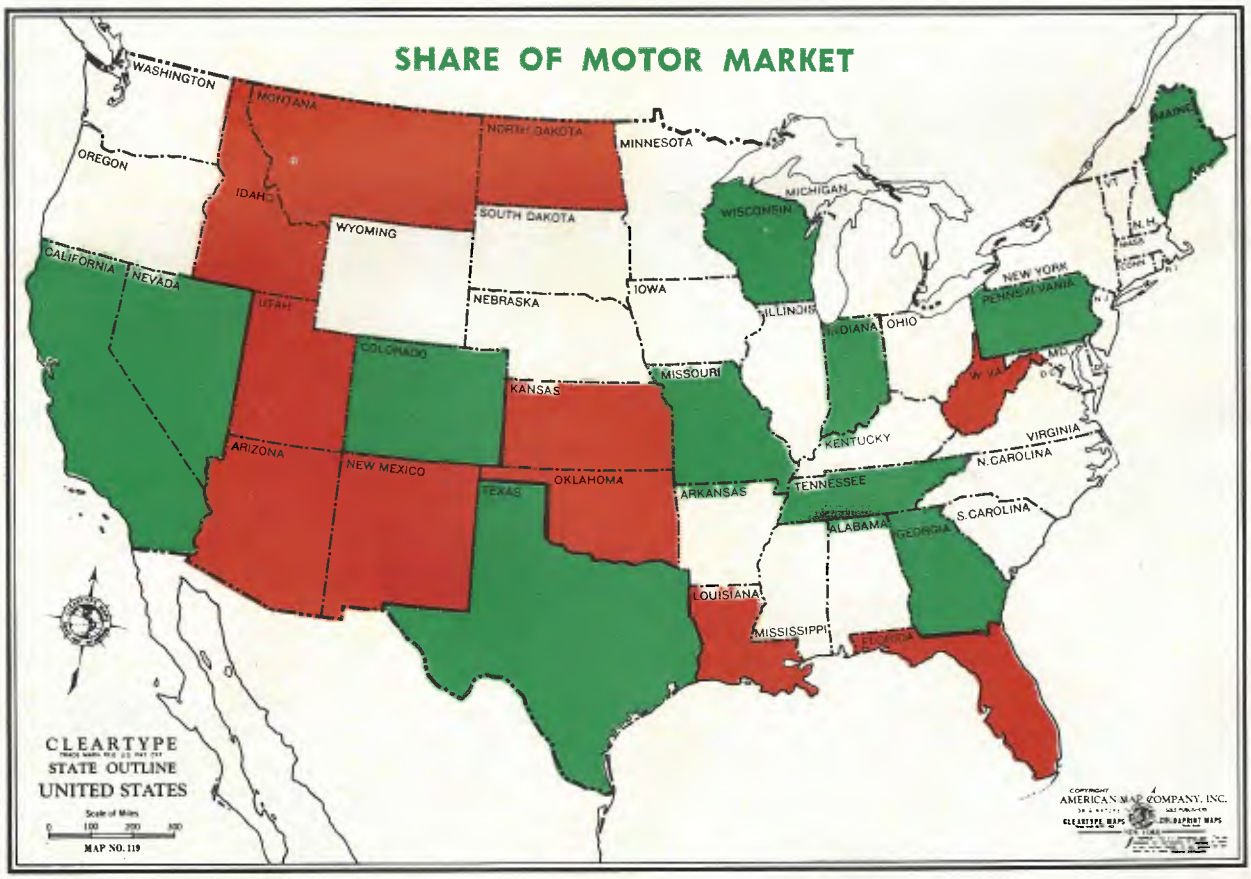
● **10% OR MORE ABOVE AVERAGE**

● **10% OR MORE BELOW AVERAGE**



MAP No. 2

Copyright American Map Co., New York #H-12,025

● **20% OR MORE ABOVE LAST YEAR**

● **1% TO 19% ABOVE LAST YEAR**

THE OUTBOARD MARKET

Below is an explanatory paragraph concerning each of the three maps on these pages. The number at the beginning of each paragraph corresponds with that of a map.

NUMBER 1 "RATIO OF BOAT TO MOTOR SALES"

Throughout the nation, 48 outboard boats are sold for every 100 motors sold. Some areas buy boats at higher or lower ratios. States shown here in red buy boats 10% or more above this national ratio, while those in green buy at a ratio 10% or more below the national average.

NUMBER 2 "SHARE OF MOTOR MARKET"

Outboard sales in 1956 followed a trend to stronger markets throughout the South and West. States shown here in red increased their share of outboard motor sales by 20% or more of their 1955 levels. The states shown in green improved by 1% to 19% of their share of the market in 1955.

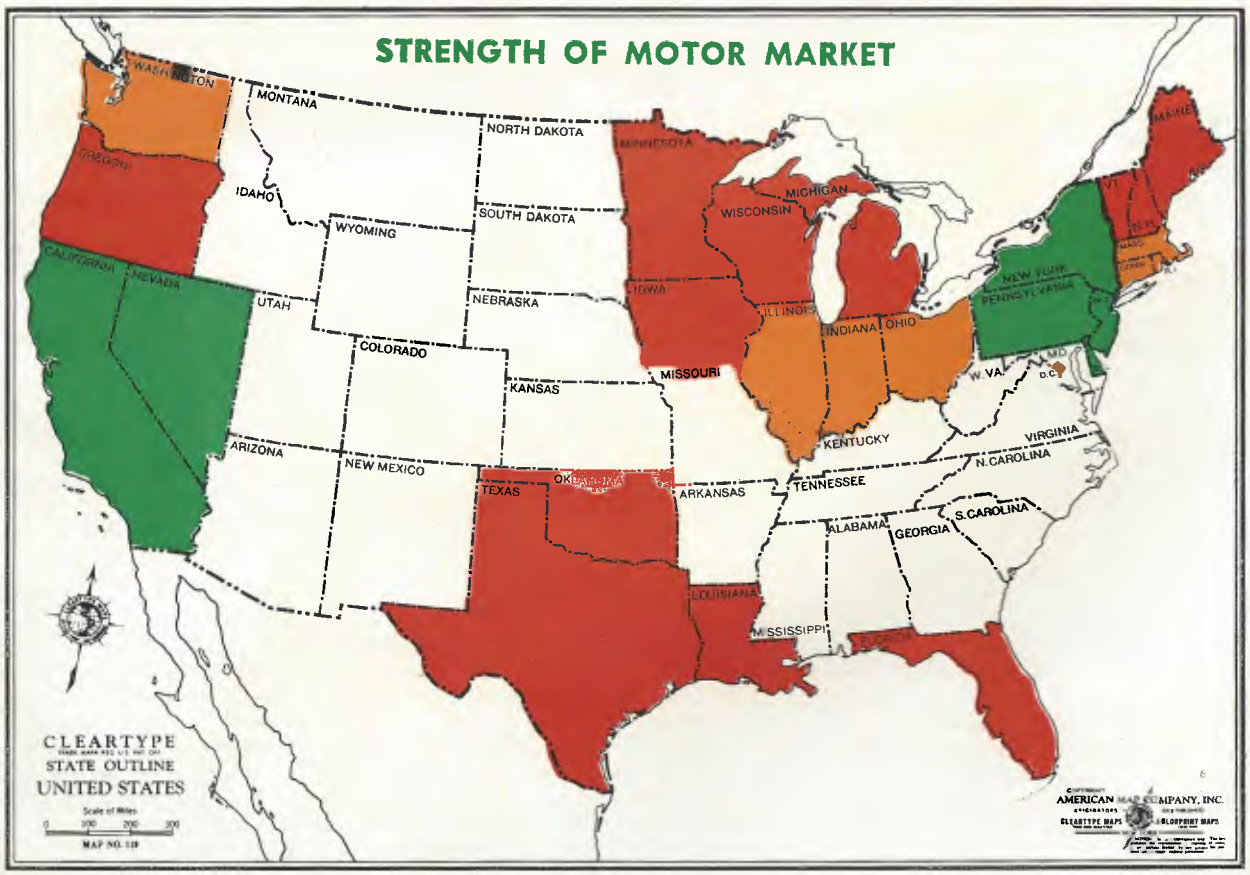
NUMBER 3 "STRENGTH OF MOTOR MARKET"

Trends to increasing markets do not reflect the actual strength of those markets either before or after the improvement. The strength or weakness of markets for outboard motors also show regional patterns. States shown in red account for more outboard motor sales than their population would indicate, despite the fact that their shares of the national buying power are smaller than their shares of the population. These states constitute what might be called the strong outboard markets.

States shown in orange buy more motors than their population figures would predict, but they also have high buying power in relation to population. These are good markets, but not spectacular since there is a generally high income level prevailing.

States shown in green have higher shares of buying power than of population, yet account for smaller shares of motor sales than that population would indicate. These are relatively weak outboard markets.

MAP No. 3 *Material and statistics supplied through the courtesy of the Outboard Boating Club of America.*



● STRONG MARKET

● WEAK MARKET

● GOOD MARKET

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The necklace of lakes, behind dams in the Tennessee Valley area, is picturesque. This view was taken on Guntersville Lake in Alabama.

TVA LAKES BOATING BOOMS

By WARNER OGDEN

MEN pulled oars on 400 rowboats on the moody, sometimes wild Tennessee River until the era of Tennessee Valley Authority development began.

Today thousands of boats, many of them cabin cruisers, skim over wide calm waters which are controlled the year-around by push-buttons in mighty dams.

Boating has become big business all around the more than 10,000-mile shoreline of the lakes in the main river and tributaries system.

According to Ed Campbell, director of reservoir properties for the Government, the increase in boats on TVA lakes between 1947 and 1955 has been twice the national increase during the same period. *(It is to be noted that TVA figures do not include the thousands of boats used only when they are taken to lakes on car tops and trailers.)*

Some dealers saw the opportunities early. Typical was Jack Tedford of the Bluegrass Community near Knoxvill, Tenn. He drove his cows out of his pasture to milk them at his farm one day and the next day a Chris-Craft runabout, belonging to his brother-in-law, came in on water where the pasture had been. Loudoun Lake was backing up from Fort Loudoun Dam, on the Tennessee River, and Tedford had an idea for going into the boating business. His Bluegrass Dock and Boat Yard today is one of the best of 318 private enterprises.

Claude Fox, executive director of the National Outboard Association, with headquarters in Knoxville, is also head of Fox & Co., boat dealers, in Knoxville. He has seen boating grow.

"There has been a terrific increase in the boating industry," is the way Fox, seen at his office, put it. "Boating activities have quadrupled in the last few years, especially in outboards."

Fox had just delivered a cabin cruiser to Watts Bar Lake at Kingston, Tenn., on the eve of a regatta there.

Lakes open for year-around fishing have figured in boating sales gains. Thousands of boats are hauled to lakes on trailers and launched at public access roads, such as at Kingston, where cars with boat-trailers can turn off the main highway on to a paved road going right down to the water.

But don't expect to see a lot of fishing boats bunched together in use on lakes. They spread out—often to covers—for fishing.

An editor wanted the writer to get a picture of at least 100 fishermen together out in their boats. The writer called Pete Smith of Pete Smith's Watts Bar Village, a popular luxurious fishing resort near Watts Bar Dam in Tennessee.

"No!" exclaimed Smith, "that's just what they don't do on these lakes. An editor should go to Coney Island for something like that."

Business and professional men are buying more inboard recreation boats—cruisers, runabouts, speedboats, and the like. The last count of these was 2263, as compared with 1267 in 1947, an increase of 78.6 per cent.

Dealers are displaying cruisers, often several miles from lakes, as Bill Penney successfully does at Chattanooga.

Landlubbers have become mariners and hobbies have changed after spins over lakes.

Among the first was W. J. Hargis, lumber and furniture man of Cleveland, Tenn., and Knoxville.

"I used to be a horse show fan," he said, grinning, after he got his 38-foot custom built cabin cruiser in 1943. "A friend and I got together one day. He got interested in my hobby, and I got interested in his—boating. It all led to a swap.

"I sold out of show horses, lock, stock and barrel, and went into this boating thing with a bang."

The number of boats using TVA lakes has risen from 9615, valued at $5,359,655 in 1947, to 35,431, valued at $13,259,419 in 1955, when the last count was made. This does not include the thousands of boats transported to the lakes on car tops and trailers only when used.

Lakes with the greatest number of inboard recreation boats were Chickamauga, 406, valued at $1,782,000; Guntersville, 397, valued at $2,293,900; and Kentucky, 344, valued at $1,527,825.

Here are some figures on the boating business at various lakes, as shown by the last count:

Lake	Inboards	Value	Other Boats	Value
Kentucky	344	$1,527,825	6,004	$772,252
Picwick	98	479,700	1,729	294,190
Wilson	90	340,400	958	139,210
Wheeler	71	231,450	5,717	322,100
Guntersville	397	2,293,900	77,576	578,092
Hales Bar	14	74,500	129	9,900
Apalachia	——	——	18	1,000
Blue Ridge	22	60,000	174	14,500
Parksville	26	85,000	158	27,600
Nottely	——	——	138	11,000
Hiwassee	9	24,000	155	15,600
Chatuge	2	3,500	135	12,750
Chickamauga	406	1,782,000	1,516	422,600
Watts Bar	93	306,500	1,577	174,800
Fort Loudoun	166	579,000	1,425	239,400
Douglas	15	30,500	1,100	117,200
Fontana	30	74,000	440	48,800
Davy Crockett	——	——	50	2,500
Cherokee	33	78,800	874	88,600
Norris	178	422,500	1,755	200,600
Watauga	41	139,000	523	77,950
South Holston	94	493,000	380	90,500
Boone	113	293,000	512	117,200
Ft. Patrick Henry	22	75,000	125	87,500

Here are some totals in various counts, which give some indication of the boating business:

Floating equipment—barges, buoy lines, boat slips, catwalks, etc., serving both privately owned and rental boats—$994,082.

Number of inboard recreation boats—cruisers, runabouts, speedboats, etc.,—2263.

Value of inboard recreation boats—$9,393,575.

Year-around fishing is the main appeal which sells boats on TVA waters. People like to try their luck on scenic lakes, such as at this, Watauga Lake.

Good dock and harbor facilities are a help to the boating business along the more than 10,000-mile shoreline of TVA lakes. Chickamauga Marina on Chickamauga Lake near Chattanooga is pictured.

Number of all other receation boats—boats used with or without outboard motors, rowboats, canoes, house boats, etc.,—33,168.

Value of all other recreation boats—$3,865,844.

Number of boathouses used for sheltering recreation craft—1701.

Value of boathouses—$2,071,200.

Value of inventories—tools, supplies, rental and sale motors, operating equipment other than boats, miscellaneous merchandise—$1,291,200.

Value of shorebased structures such as restaurants, concession stands, harbormaster buildings, boat service buildings—$4,659,021.

Number of overnight rental units—tourist courts, vacation cottages, fishermen's cabins, lodges—2198.

Value of rental units—$6,760,215.

Number of privately owned summer cottages—3563.

Value of cottages—$17,943,650.

Value of grounds, improvements such as roads, parking areas, picnic facilities, shoreline and harbor improvements which serve, primarily, recreation purposes—$6,706,621.

Gross receipts for year from boat and motor service—rental of boats and motors, repair service, mooring service, speedboat and sightseeing rides—$1,461,281.

Gross receipts for year from sale of motor fuel, oil, foods, refreshments, fishing tackle, miscellaneous services—$3,175,284.

Gross receipts from sale of boats and motors—$1,606,283.

The gross income on commercial recreation operations on the lakes was a 241 per cent increase over 1947.

There were an estimated 27,780,000 person-day visits to the lakes for recreation, a 278 per cent increase over 1947. Kentucky led with 5,260,700, Guntersville had 3,642,250, Norris 3,227,100, and Wheeler 3,051,150.

The value of recreation facilities and equipment on TVA lakes and lake frontage property is $53,216,358, an increase of 11 per cent over 1954 and a 317 per cent increase over 1947, the first year such data was collected.

The next count available, expected in the spring of 1957, will show further large gains.

The main Tennessee River, from Knoxville, Tenn., to Paducah, Ky., is controlled by a series of locks and dams. Small craft are shown locking through Pickwick Dam lock.

Thousands of boats are hauled to lakes on trailers, such as this one, or on cartops. These thousands are not numbered in a count of boats kept on the TVA lakes. This picture of a boat launching was taken on Watauga Lake in picturesque upper East Tennessee.

Increasing interest in boating, with more sales, has resulted from free shows put on at lakes by the Flying Boatmen of Knoxville. Dixie Loy, manager of the Athletic House Marine Store, in Knoxville, has been active in the group from the start.

The boating equipment is sold to the Flying Boatmen by the Atlantic House.

On trips for shows, the group of skilled boat owners, pays its own way. It attracts crowds wherever it goes.

The Flying Boatmen not only demonstrate maneuvers, such as the figure 8 and precision V-formations, but also show water safety.

Boating dealers and others have long put emphasis on the need for water safety.

In the many regattas of the National Outboard Association and others there are demonstrations of safety too. Drivers wear lifejackets.

A regatta sponsored by the Lions Club at Kingston in the summer of 1956 drew over 7000 people. Spectators become boat buyers. Often the participants in such regattas are working men who are off for the weekend. Typical is Walter J. Knight, a pipefitter in an atomic plant at Oak Ridge, Tenn. His wife has the family car, boat trailers and other gear packed and ready to go on a Friday night. Sometimes there is an all-night trip to a racing site. Knight's cousin, Ralph Scott of Paducah, Ky., is also among the nation's top water bugs.

This drawing shows the mainstream dams of the Tennessee River, from Knoxville, Tenn., to Paducah, Ky., and the dams on tributaries. All the dams back up water to form lakes and the lakes have brought a boom to the boating business.

THE PETROLEUM POTENTIAL IN THE MARINE FIELD

BY SOCONY MOBIL OIL CO.

THE demand for petroleum products has been going up rapidly for the past five years, along with the growth of the boating industry. The end is not yet in sight.

Figuring gasoline per boat at 150 gallons per year used by inboards (categories 1 and 2), plus 42.6 gallons per year used by outboards (category 3), plus 4,000 gallons per year for each of the 3,000 inboard cruisers and sailboats of five net tons or over documented by U. S. Bureau of Customs (category 4), the total gasoline potential for 1957 is 331,504,500 gallons.

Add to this total 2,000 gallons of diesel fuel for each of the 8,750 diesel-powered craft and it gives a total fuel potential of 349,004,500 gallons during 1957.

Lubricants, related to gasoline and diesel operation (Table 2), should total more than 15 million gallons in addition, bringing the grand total for the year's petroleum potential to more than 364-million gallons. If you divide it out, this is an actual total of more than 60 gallons of petroleum products per boat for the 5,971,000 boats estimated in use at the end of 1956.

These consumption figures for fuels and lubricants apply only to pleasure craft. They do not include commercial fishing craft.

It is interesting to note the growth in numbers of recreational boats in use in the U.S. during the past 50 years, as documented by the National Association. They report that in 1904 there were 15,000 boats in use. By 1913 there were 400,000. By 1930 the total had grown to 1,500,000. By 1947 it jumped to 2,440,000. And in 1953 the total went to 5,023,000.

The petroleum potential for 1957 may actually exceed the estimates given here, if the total number of boats in use, or the total gallonage per boat, increases during the coming year, which is entirely possible. No allowance has been made for any increase in the number of new boats over and above the number of those that will be taken out of service during 1957, since any such allowance is conditional upon a series of variable factors. The estimated petroleum potential, therefore, is probably best defined as a *minimum* potential.

PETROLEUM POTENTIAL

	Total Boats	Gasoline	Diesel	Gasoline Gals./Boat	Gasoline	Diesel		Lubricants Related To	
1. Numbered & Undocumented	397,000	389,250	7,750	150					
2. Unnumbered	450,000	450,000	—	150		—	—		—
3. Outboards	4,545,000	4,545,000	—	42.6		—	—		—
4. Documented Gasoline	3,000	3,000	—	4,000		—	—		—
5. Documented Diesel	1,000	—	1,000	—	—			—	
6. Sail, No Power	575,000	—	—	—	—	—	—	—	—
Totals	5,971,000	5,387,250	8,750					15,208,750	

Gasoline — 331,504,500 Diesel — 17,500,000 Lubes — 15,208,750 Total — 364,213,250

BY GULF REFINING CO.

PLEASURE BOATING EXPENDITURES FOR MOTOR FUELS AND LUBRICATING OIL
1956 Estimates

Number of Craft

(a) 397,000 numbered; 430,000 unnumbered
(b) 4,545,000
(c) 2,600) Documented
(d) 1,300)
(e) 5,375,900

GASOLINE CONSUMPTION NUMBERED INBOARD MOTOR BOATS 1956 ESTIMATES

Divisions & Zones	Number of Boats	Weeks Per Season	Gallons Per Season*	M Gallons Per Year
Boston	30,800	12	330	10,164
New York	70,900	15	412	29,211
Philadelphia	63,800	15	412	26,286
Toledo	39,100	13	357	13,959
Atlanta	38,200	25	688	26,282
New Orleans	36,500	20	550	20,075
Houston	16,900	20	550	9,295
Chicago	27,800	13	357	9,925
Sub Total	324,000	16+	448	145,197
Total U. S.	397,000	16+	448	177,856

* Assuming 110 H.P. average, operated 5 hours per week, consuming 5.5 gallons per hour or 27.5 gallons per week.

GASOLINE CONSUMPTION UNNUMBERED INBOARD MOTOR BOATS 1956 ESTIMATES

Divisions & Zones	Number of Boats	Weeks Per Season	Gallons Per Season*	M Gallons Per Year
Boston	31,400	12	180	5,652
New York	69,400	15	225	15,615
Philadelphia	33,600	15	225	7,560
Toledo	76,500	13	195	14,918
Atlanta	34,800	25	375	13,050
New Orleans	23,900	20	300	7,170
Houston	25,000	20	300	7,500
Chicago	81,700	13	195	15,932
Sub Total	376,300	16+	232	87,397
Total U. S.	430,000	16+	232	99,760

* Assuming 60 H.P. average, operated 5 hours per week, consuming 3 gallons per hour or 15 gallons per week.

LUBRICATING OIL CONSUMPTION
INBOARD MOTOR BOATS
1956 ESTIMATES

LUBRICATING OIL CONSUMPTION
PLEASURE MOTOR BOATS
1956 Estimates

M Gallons

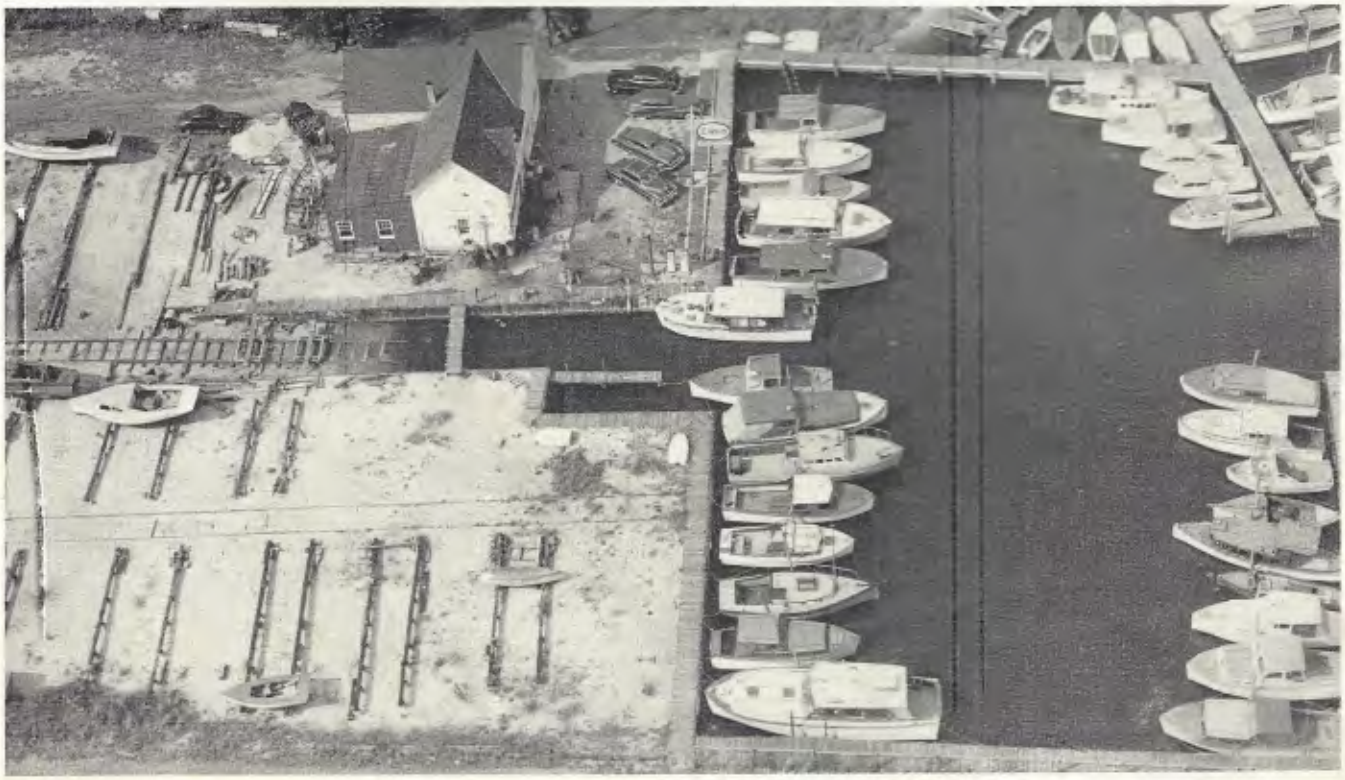
Divisions & Zones	Inboards	Outboards*	Total
Boston	311.0	685.3	996.3
New York	701.5	1,891.3	2,592.8
Philadelphia	487.0	915.1	1,402.1
Toledo	578.0	1,807.7	2,385.7
Atlanta	547.5	1,581.9	2,129.4
New Orleans	302.0	868.8	1,170.8
Houston	261.9	909.3	1,171.2
Chicago	547.5	1,927.4	2,474.9
Sub Total	3,736.4	10,586.8	14,323.2
Total U. S.	4,383.1	12,101.1	16,484.2

* Assuming ½ pint of oil per gallon of gasoline.

GASOLINE CONSUMPTION
PLEASURE MOTOR BOATS
1956 Estimates

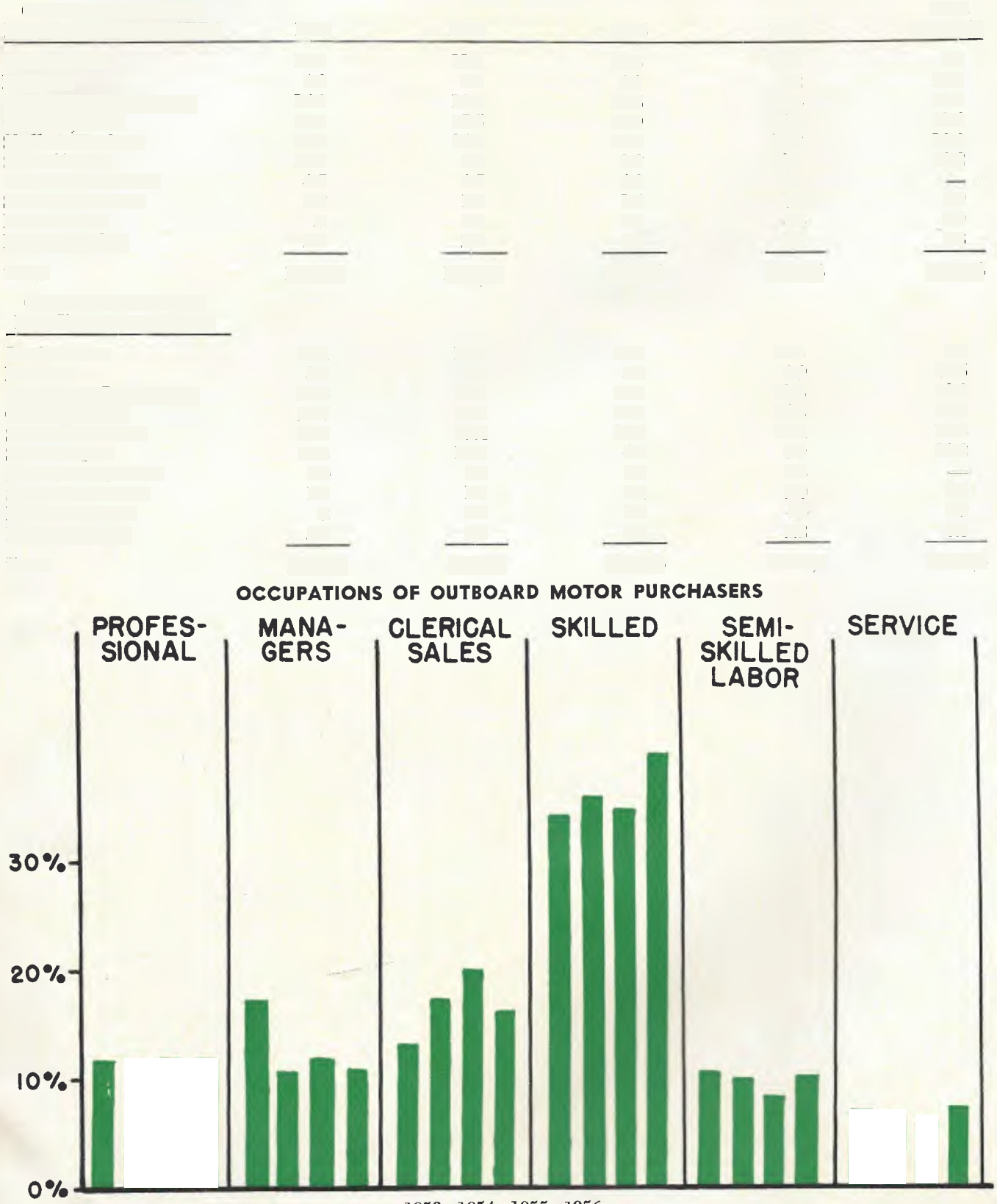
M Gallons

Divisions & Zones	Inboard Motors			Outboard Motors	Total
	Numbered	Un-numbered	Total		
Boston	10,164	5,652	15,816	10,964	26,780
New York	29,211	15,615	44,826	30,260	75,086
Philadelphia	26,286	7,560	33,846	14,642	48,488
Toledo	13,959	14,918	28,877	28,923	57,800
Atlanta	26,282	13,050	39,332	25,311	64,643
New Orleans	20,075	7,170	27,245	13,900	41,145
Houston	9,295	7,500	16,795	14,549	31,344
Chicago	9,925	15,932	25,857	30,838	56,695
Sub Total	145,197	87,397	232,594	169,387	401,981
Total U. S.	177,856	99,760	277,616	193,617	471,233



Occupations of Outboard Motor and Boat Purchasers

PERCENTAGE BREAKDOWN FOR THE FOUR YEARS ENDING APRIL 30,



1953, 1954, 1955, 1956

Material Courtesy Outboard Boating Club of America

1956 STATISTICAL RECORD OF POWER BOAT & OUTBOARD MOTOR REGISTRATIONS FOR THE STATE OF NEW HAMPSHIRE*

THIS is information taken from the registration records concerning power boats and outboard motors for the year 1956.

A total of 25,851 private boats, outboard motors, commercial boats and dealers' registrations were issued in 1956 as compared to 22,989 during the 1955 season. These figures indicate an increase of 2,862 registrations over the previous year, this year being the highest on record, or a gain of 12.45%.

Private boats of the inboard type show an increase of 164 or 8.74%. Outboard motor registrations increased by 2,545 or 12.50% over the previous year. The outboard motor now constitutes 91.82% of the total number of private boat registrations. There was an increase of 64 or 9.60% in the number of commercial boats in operation.

BOATS IN USE

Owners of boats and motors are not necessarily required to designate the body of water on which they are to be used. From information supplied, either by designation or the location of the registrant, an estimated 36.05% were allocated; these are included in the following table:

Lakes with the Highest Number of Registrations in 1956

Lake	Inboard	Outboard	Commercial	Percent of Boats	Grand Total
Winnipesaukee	1,241	3,487	296	19.56	5,024
Sunapee	265	880	84	4.79	1,229
Winnisquan	106	802	32	3.66	940
Squam	121	652	84	3.34	857
Newfound	33	500	40	2.23	573
Connecticut River	23	369	12	1.57	404
Ossipee	27	307	18	1.37	352
Corbetts	41	271	—	1.21	312
Island Pond	38	261	4	1.18	303
Milton Three Ponds	9	255	—	1.03	264

Grand Total of Registrations for the past 17 years

	Inboard	Outboard	Commercial	Dealers	Total
1956	2,040	22,909	731	171	25,851
1955	1,876	20,364	667	82	22,989
1954	1,882	17,965	597	98	20,542
1953	1,636	15,169	531	97	17,433
1952	1,652	13,377	466	107	15,602
1951	1,541	12,481	454	104	14,580
1950	1,377	11,504	338	113	13,332
1949	1,514	11,324	427	112	13,377
1948	1,455	10,190	411	112	12,168
1947	1,451	7,948	333	85	9,817
1946	1,222	5,970	270	45	7,507
1945	943	4,535	236	11	5,725
1944	929	3,906	178	8	5,021
1943	319	1,282	86	8	1,695
1942	893	4,333	263	22	5,511
1941	1,194	5,029	324	34	6,581
1940	1,290	4,267	327	33	5,917

The above figures show a gain of 2,862 over the 1955 registrations.

**Figures compiled by New Hampshire Public Utilities Commission.*

Sell Extras Too!!

AS told to **PHELPS INGERSOLL**

"THERE she is, all ready to go," was the greeting my friend Dick and I received when we arrived at the boat dealer from whom Dick had bought his new dream boat; a popular stock boat. It was a nice greeting — it made us feel good — but later experience forced us to wonder what it meant.

This was Dick's second boat. His first had been a runabout. Now he had grown up to a 26 foot inboard cruiser. I went along to give some advice on operating this larger boat and to help on the 30 mile run to its new home port.

Dick had been given two half-hour operating lessons and there his experience in handling a cruiser and running 30 miles "outside" stopped. I asked about gas, oil, water and ice and was informed everything was full up. We cast off and had a perfect run. Everything was as Dick had dreamed it should be, and his pleasure and pride in his new boat increased with every mile logged.

When we reached the home port and club, Dick naturally wanted to impress the "rocking chair fleet." As we neared the dock, I asked where the dock lines were. There was a strong tide running and I wanted to be sure we tied up quickly. Dick said he did not know and a quick search in all likely lockers produced nothing. On the foredeck was a ten foot length of old 5/16″ line and that was it.

Dick made a good landing and we quickly borrowed lines and were properly secured. Then we started searching for necessary equipment and this is what we did *not* find:

Not a single life preserver or approved cushion
No fire extinguishers
No ropes — dock or anchor lines
No anchor
No fenders
No alcohol for the stove
No boat hook
No Coast Guard registration or number
No bilge pump
Not even a screwdriver or a pair of pliers

You can say it was Dick's and my fault. But, was it? What did that cheery, "all ready to go" mean? Now this was not a cheap sale to Dick. He paid cash —no trade-in—no dickering and he took the boat the dealer recommended. There was no mention of "extra equipment" during Dick's earlier visits to the dealer and Dick was too excited to think of them. The fact that Dick did immediately equip his boat when he had learned what was missing shows he wanted it properly outfitted. Why did the dealer fail to sell the extras? Why did he throw away the profit he could have made on them? Why did he deliver an unequipped boat? We did not know the answers, but I do know Dick was mad! He felt he had been gypped and subjected to needless risk by the dealer not having at least called these necessary items to his attention before delivering the boat. Dick never went back to that dealer and never recommended him to others.

It all adds up to this. The dealer developed a new customer. He made a profitable sale. But, he certainly antagonized and lost one customer and probably Dick's talking cost him other boat sales. He did the one thing no dealer can afford to do in these days of high costs. He missed a nice big profit on the sale of extras. If those extras had been sold, beside building good will, they would have kept Dick coming back for more equipment later on. So this sale resulted in lost profits, lost good will and a lost customer.

Two years later Dick decided he wanted a larger cruiser. He sold the 26 footer and bought a new 40 footer. Naturally, from another dealer. Again I was asked to go along when this Dream Boat was to be brought to her home port, a 75 mile cruise this time. Dick told me that while the sale was being made the dealer brought into the discussion all the extras. Here is what Dream Boat was equipped with:

One light and one heavy anchor properly secured in chocks — each with 150 feet of line
3 dock lines
4 fenders
2 ring buoys in brackets with boat name in gold letters
4 approved cushions
6 approved life preservers
1 boat hook in brackets
4 folding deck chairs
3 fire extinguishers
2 bilge pumps: 1 electric — 1 manual
1 $30.00 set of spare emergency motor parts
2 spare propellers secured in engine compartment
1 clock — 1 barometer — both mounted
1 set of charts covering the first cruise
1 compass deviation card made up by an expert
1 set of selected tools
1 set Coast Guard regulations and pamphlets
Boat name and home port lettered on transom
Coast Guard registration number lettered on bow
1 can chrome polish
1 gallon of alcohol for the stove

When we arrived at the dealer's yard we were aided in stowing dishes, bedding, food and other gear. Then we went for a three hour run, including landings at several docks so Dick could get the feel of his Dream Boat. The ice box was full, and the stove worked perfectly and our first dinner on board was one to long remember.

In the evening the dealer came aboard and asked what time we planned to leave in the morning. We said seven and he then told Dick his mechanic would go with us to check on everything as we went along and would either make adjustments if needed or report to the dealer so they could be made later. He told us there would be no charge for this service and all he had to do was to see that the chap was put on a train when we got home.

Just as we finished breakfast the next morning, the mechanic came aboard and we cast off. Dick said,

(Please turn to page 601)

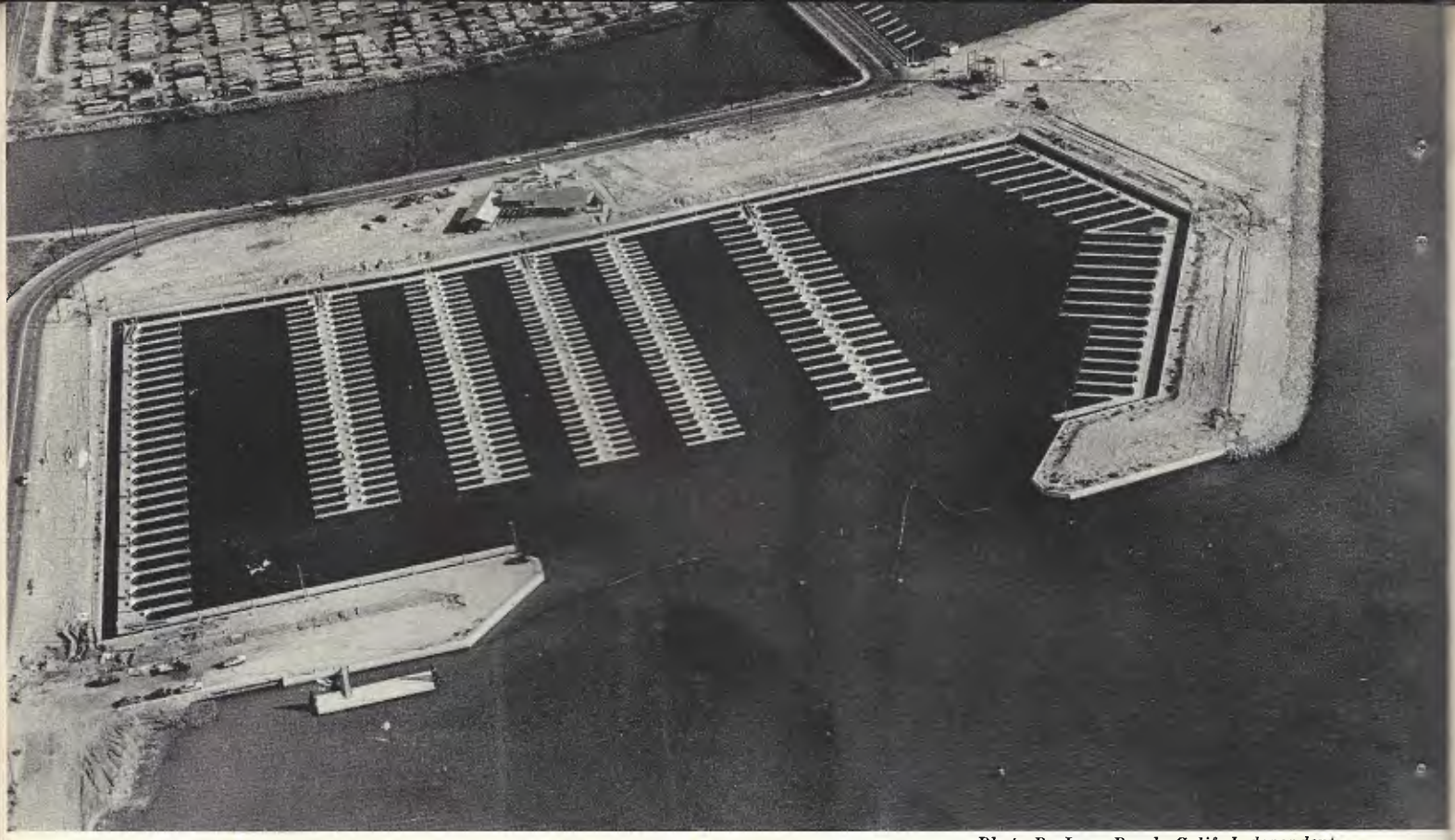


Photo By Long Beach, Calif. Independent

Alamitos Bay Marina

By LAWRENCE W. McDOWELL
Director of Marine Dept., City of Long Beach, Calif.

DREAMS do come true—A dream became a reality for the people of Long Beach, California, with the opening of the first Basin of the Alamitos Bay Marina in January, 1957.

In April, 1953, the people of Long Beach voted to build a small-boat harbor in the Alamitos Bay area—a partially-developed area used by small boat owners with property on the bay, but no public mooring facilities. Basin No. 1 holds approximately 342 boats, ranging in length from 20 to 80 feet, and is the first step in the completion of a $14,000,000 city-owned yacht anchorage that will accommodate 1800 boats, each in individual slips.

In order to operate such an extensive facility, the City of Long Beach created the Marine Department, headed by a Director. I was appointed by City Manager Samuel E. Vickers in September, 1956, to be the first Director and plans were set up to begin slip rentals the first of the year.

The Director has under his jurisdiction the Administrative Division, the Operations and Maintenance Division, and Lifeguard Division. The Administration Division handles the clerical work for all divisions, in addition to the big job of processing all slip applications, billing, cost accounting, etc. The Operations and Maintenance Division is headed by the Harbor Master. This division is responsible for the inspection of privately installed docks and floats and the patrol of the Marina area. These private installations are subject to City Engineering Department regulations and must be inspected on installation and periodically thereafter.

Long Beach boasts many miles of the finest beach in the world, necessitating a sizable lifeguard service which requires the use of seagoing lifeboats. At the peak of the summer season, over 100 lifeguards are on duty. This unit has been operating as a part of the Public Safety Department, but with the organization of the Marine Department, it became, more properly, a part of the new department. The Captain of Lifeguards is in charge of this important division.

To assist in the formation of the broad operating policy of the Marina, the Mayor appointed a Marina Advisory Committee composed of citizens representing sail boat groups, power boat groups, adjacent property owners, and non-boating citizens. Our Director of Recreation also serves on this committee as an ex-officio member.

Our Marine Department is unique in municipal government. The Director and Advisory Committee, with other City officials, must work out the complex task of leasing the many concessions such as marine supply stores, repair yards, brokerage firms, fuel docks, restaurants, as well as, conceivably, dress shops, novelty shops, etc., that will want to locate in the area. Arrangements will also be made to accommodate all the various boating clubs, youth organizations, yacht clubs, who want to make the new Marina their headquarters.

The Alamitos Bay Marina, when completed, will be the largest small boat anchorage in the world and the citizens of Long Beach may be justly proud in finally achieving the realization of a project, long in planning, that will provide civic beautification, as well as recreational facilities for the people of Southern California.

BOATING

Is Booming

IN CANADA TOO

THE same thing that has happened to boating in the United States has happened in Canada. Today, many a summer home in the Muskoka or Haliburton districts of Ontario has a boathouse, and in the cities and towns the garage holds not only a car or two but a boat and its trailer as well.

In Canada today there are more than 700,000 privately-owned recreational craft in operation on coastal waters, inland lakes and rivers during the season. In addition to this, there are in excess of 65,000 craft with inboard engines. These figures indicate that one out of every 22 persons in Canada owns a boat of some type. When parallelled with the per capita boat ownership in the United States — one in 30 — the true significance can be seen.

Ontario leads the way with the Toronto area doing at least 50 per cent of all the pleasure boating business in Canada. Quebec is second and British Columbia third with Nova Scotia following closely behind.

While the bulk of the sales during 1957 will continue to be in the outboard class, as they have been in the past few years, the boat-building fraternity knows that once a customer is water-borne he is never content until he can pilot something bigger and better — and he craves more power as he steps up his requirements. For this reason, expanded sales of outboard cruisers with bunks, galley and toilets are expected. Sales of the various types of inboard-powered craft should also rise.

The reasons for the tremendous climb in Canadian boating are obvious and follow very closely the pattern so familiar in U. S. boating circles — growth of the five-day work week in industry, the lure of Canada's waterways, and the rise in wages and salaries which means money to spend.

One of Canada's leading boat builders points out that the industry is following more and more the methods of the automobile makers and introducing annual model change-overs and facilities for purchasing on easy credit terms. Two-tone effects in boats, for instance, are said to be coming into their own on the Canadian market. This advanced styling is sufficient in itself to encourage a large number of buyers to replace their present boat with a sleek new craft.

Canada's boat builders — some 225 of them — are heading into 1957 expecting the biggest sales year yet. The only restrictive influence seen on the horizon appears to be a possible shortage of berthing facilities. The builders point out that the average Canadian dealer today is stocking more merchandise than ever before. He has learned to contemplate his needs ahead and buys well in advance of his estimated demand. This is attributed to the loss of sales in increasing numbers during the last few years, simply because the customer refuses to wait for delivery. The builders themselves have been hard put to meet the demand, even on a year round production schedule.

One Canadian advertising executive who has close affiliations with the marine industry observes, "With a relatively short boating season, Canadians have taken to the water in surprising numbers during the post-war years, particularly to the inland lakes and rivers. Racing and outboard clubs are springing up everywhere. Water skiing is growing rapidly in popularity and of course is encouraging sales of more and more pleasure craft."

While complete figures are not yet available, it is estimated that Canadians spent more than $26,000,000 on boats, motors and marine equipment during 1956. This is double their outlay five years ago, and is regarded by many authorities as just the beginning of what is to come.

Brydon Brass Mfg. Company, a leading hardware manufacturer and distributor in Weston, Toronto, reports, "The marine business in Canada has been steadily booming since 1950. Possibly the most phenomenal aspect is the greatly increased number of marine dealers who operate on a year round basis. Today there is a market in Canada for marine merchandise the year round."

Another indication of the parallel of Canadian boating to that of the United States is the experience of Outboard Marine Croporation of Canada. This firm, the only outboard motor manufacturer in the provinces, reports their entire 1956 production of motors was sold out before the boating season really got underway.

There are boat shows springing up everywhere. Many dealers are holding their own. Last year's Canadian National Sportsmen's Show — held in Toronto — attracted well over 200,000 persons including some 1,500 Canadian dealers.

This then is boating in Canada today. What is ahead we can but anticipate from what has gone before — and certainly the future looks bright.

Flerlage Marine's main store at 2233 Eastern Avenue, Cincinnati, Ohio, showing the 35' display window.

FLERLAGE *Marine Of Cincinnati*

THE time was May, 1945. The place: mid-Pacific, enroute to Okinawa. It was night and the officer on watch peered into the darkness, checking position of the blacked-out landing craft ahead. Satisfied that all was well, he braced himself against the easy roll of the ship and let his mind wander to the one thought always uppermost — home. At sea by choice because of a love for small craft, he idly thought of the war's end and a return to civilian life, his wife, their plans, even the business he hoped to start later on. His mind slipped easily into a familiar daydream and he saw before him a modern marine store well stocked with boats, motors and accessories; neat and clean; attractively decorated . . . . . and best of all, his very own. He also saw his own repair shop full of tools and ready to go. Maybe someday, when the war is over . . . . . Yes, someday . . . . . A few months later when the war's end was actually in sight, he began writing letters to companies he hoped to represent, laying the groundwork for the future.

Time passed and it was March 18, 1946. The place was Cincinnati, Ohio. Nothing special, no fanfare, just a little notice in the paper saying that former Lieutenant (j.g.) R. L. Flerlage, U. S. Coast Guard, had purchased a small garage building at 3560 Eastern Avenue and was going to open a boat store.

Flerlage, assisted by his pre-war friend and Power Squadron member, George B. Beyer, soon found there is no substitute for experience and lacking that,

The branch store of Flerlage Marine at 201 East Second Street, Covington, Ky., located right at the end of the Cincinnati to Covington suspension bridge.

(Left) Another view of the Cincinnati showroom, showing effective use of Johnson billboard poster. (Right) Looking the other way in the showroom one sees well stocked shelves in addition to an adequate boat display. Sales office door is in center of far wall.

a man must learn by doing. Never having been in a mercantile business before, Flerlage made his first mistake by buying a building to house the business, leaving almost no capital with which to buy stock or fixtures.

The first day open for business is recalled today with a grim chuckle. An empty building — 5,000 square feet of it, with the telephone sitting on the floor and a stock consisting of five outboard motors, twelve boat cleats and thirty two cans of paint — with no customers! But there were plenty of other things to do. The building had been vandalized before Flerlage bought it and there were many broken windows and smashed fixtures to repair or replace. After the cleanup came a general renovation including plastering, painting, wiring and plumbing; even new advertising signs to be made. With few customers to interfere, the work progressed and was completed in a short time. By then modest classified advertising had effectively spread the word and, with more inventory, the business was officially on its way.

The company's first fixtures were second-hand; a desk and chair, surplus shelving, and old fashioned drugstore display cases. With limited capital, there wasn't a great deal of stock to display but with an eye to future growth, Flerlage plowed back the profits from every sale. The first big break for the little firm occurred when the owner of another new marine business decided he was over extended and offered to sell out to Flerlage. Although the deal was never completed, a substantial transfer of inventory took place at a price very favorable to the buyer. Although primarily established for retail sales, some lines were acquired on a jobbing basis and the company solicited business from other dealers in the area. Every means for publicity was utilized as well as all conventional forms of advertising.

The second incident assisting the company's growth occurred in 1947 when Flerlage, with his brother-in-law and their wives, became pioneers in what was later to become a major phase of outboarding — extended trips in the small cruisers just then reaching the market. Using two 20 foot Cruisalongs, the two couples made a 500 mile cruise on the Ohio and Kentucky rivers which was nationally featured in a story published by "Yachting" magazine and written by Flerlage himself. Naturally this national recognition did the company no harm.

During its early stages of growth, the firm acquired two important assets, the first of which was its second employee, John E. McFarland. A former Navy "motor mac" with unlimited mechanical and woodworking ability, McFarland was largely responsible for the company's second asset; its widely recognized reputation for quality workmanship in repairing, refinishing and outfitting boats. All such work was done to the best of the firm's ability and the job when finished was guaranteed fully and without question.

(Left) A general view of one end of the motor shop showing Norm Henderson, service manager, at right and Roger Weiskittel at left. (Right) Roger Weiskittel of the motor shop demonstrates the selling points of a new motor to salesman, Fred Pauly, left, while service manager Norm Henderson looks on.

"Things were often hectic in those days", Flerlage recalls, "and at times we pulled through only by the skin of our teeth — not to mention the help of our banker".

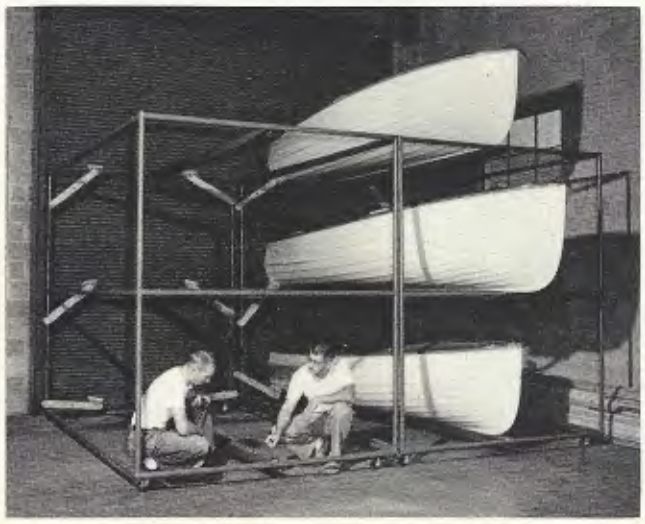
Then, as now, every customer was important to the growing firm and every bit of business diligently pursued. Although the first years' sales were modest, they took a decided jump in 1947 and have continued to grow substantially each year up to the present time. It wasn't long after the Fledgling company hit its stride that Flerlage discovered his building was too small and the business needed more space. In 1950, when no desirable building could be found in the proper location, Flerlage acquired several lots next to a city park on the river bank east of the business district and, after tearing down the houses on them and doing extensive filling, proceeded to build a completely new establishment containing 7500 square feet.

Just about the time construction began, Flerlage got another break. The Cincinnati Yacht and Supply Company, the city's largest marine store and one of its oldest, was liquidated with Flerlage getting its inventory, franchises and customers. With this move, Flerlage Marine moved into a position of prominence in the midwest which it has held to date.

Despite the fact that the new building provided 50% more floor space than the old one, by 1951 it was again necessary to expand and the area under the building was excavated to permit construction of a grade level basement totaling 6000 additional feet. The following year internal changes provided still more usable floor area and by 1953 the company was fully utilizing over 14,000 feet of showroom, shop, office and storage space.

At this same time the firm added to its personnel the present Service Manager, Norman Henderson, already widely known in boating circles for his ability as pit mechanic on several successful racing craft including the Webb Trophy winner "Ballyhoo". Holding an aircraft mechanics license and with 14 years experience teaching motor mechanics in Cincinnati's Central Vocational High School plus many more years in the automotive service field, Henderson brought a varied background to the firm and quickly became "Mr. Outboard" on the river. With his assistance, the outboard motor phase of the business

Dick Flerlage (right), owner, and John McFarland, check one of the firm's new boat storage racks.



Shop Manager, John McFarland assisted by Ron Wuebker, check the bottom of a runabout.

grew steadily in the fields of sales and service until today the firm is recognized as one of the top Johnson dealers in the country.

Also at this time the third key member of the firm, Mrs. Marie Walz, joined the organization. As bookkeeper and in charge of the company's offices, Mrs. Walz keeps close check on customer and supplier accounts, bank operations and payroll of the increasingly complex business.

To provide better service and additional convenience for its many northern Kentucky customers, the firm in March of 1955 opened its first branch store at 201 East Second Street in Covington, Kentucky. Now under the management of Jack Bentz, this operation proved highly successful from the start and added another substantial increase to the company's mounting volume.

In 1956 the main store was again remodeled, this time extensively. The repair shops were relocated in the rear of the building and the showroom enlarged to occupy the entire front facing the street. New general offices were created upstairs in a former clubroom while the old office on the main floor was converted to a sales office. A balcony was built over the new shops providing space for a stockroom as well as display of small boats. In addition to the interior improvement, the property was fenced for added security and an additional building 28 by 56 feet was erected at the rear of the parking lot for storage purposes. With these improvements included, the firm's floor space measures 16,500 square feet with capital assets approximating a quarter million dollars.

Realizing that institutional promotion would benefit the company as well as its customers, Shop Manager John McFarland several years ago banded together with a group of progressive boatmen and formed the Cincinnati Outboard Runabout Association, now nationally known as COBRA. In its early days this group, along with the Cincinnati Power Squadron

(Please turn to page 550)

RECREATIONAL BOATING IN FLORIDA

Prepared By H. R. WILBER, M.D.

The facts and figures contained in this report were obtained from the foremost agencies dealing with engines, boats, accessories, fuel, etc. The facts were gathered by Mr. T. N. Anderson of Eustis, Florida, who is editor and publisher of the periodical titled "Fun, Facts and Fishing."
The figures as presented in the first chart below carry only the projected conclusions reached after full study of statistics obtained. Following this are explanations of source of material and manner of deductions used in reaching conclusions on the economics concerned with recreational boating on fresh, brackish and marginal Florida water.

VALUE OF RECREATIONAL BOATING TO FLORIDA 1955

Projected Total Value	$255,000,000.00
Item No. 1	
Boats Using Fla. Waters At The End of 1954	400,000
Expenditures on Usage & Maintenance of All Above Boats	$200,000,000.00
Item No. 2	
Total Sales of Outboard Motors in 1955	$6,500,000.00
Item No. 3	
Total Sales of Boats & Equipment to Carry '55 Motors	$13,000,000.00
Item No. 4	
Percent of Outboard to Inboard Boats	40% to 60%
Item No. 5	
Inboard Boat Purchases for '55 With Equipment	$30,000,000.00
Item No. 6	
Operating Costs of New Equipment	$5,000,000.00
TOTAL New & Used Outboard and Inboard Purchases	$50,000,000.00

ASSOCIATED FACTS

Boat Trailers	Florida Owned	30,000
	Non-resident Owned	20,000
Gasoline Consumption		
	Outboard Motors	8,860,000 Gal.
	Inboard Motors	9,515,000 Gal.
Note: State Road Tax Paid On Recreation Boating Gasoline		$1,288,250.00
Lubricating Oil Consumption		755,000 Gal.
Diesel Fuel Consumption		1,772,000 Gal.
Rate of Increase Water Usage		10% per yr.

EXPLANATIONS

General remarks concerning the acquisition of statistics from which the projection figures for Florida were taken must include reference to some of the sources of information. The 1955 report of the Industry Advisory Committee on Statistics of the National Association of Engine and Boat Manufacturers, Inc., 420 Lexington Avenue, New York 17, New York, furnished a great many of the basic figures used in this report. This association hired Public Relations Counsel, R. A. Bruno, and Associates of New York City to complete their statistical survey. In addition, the Outboard Boating Club of America, 307 N. Michigan Avenue, Chicago 1, Ill. furnished a great wealth of statistics. Verifications of estimates have come from many of the 75 manufacturers contacted, such as; Johnson Motors, Mercury Motors and Baird Hardware Co. of Gainesville and a multitude of other similar concerns. The material received from these replies and surveys has been filed with Dr. David Smith at his office in Gainesville to be used as bibliographical reference substantiating the figures projected in this report and adding the facility for further breakdown of items if so desired.

Specific Reference to Items Projected

Item #1.
The figure, Four Hundred Thousand boats using Florida waters was based on the U. S. Coast Guard's reports as interpreted by the National Association of Engine and Boat Manufacturer's report and covered all recreational boats in the area. These boats ranged from 16 ft. sculls with an exceedingly low upkeep and maintenance to large cruisers used on the inland waterways and bays of the state. There is obviously a wide variance to annual operational costs involved. Local consultation was used to strike an average maintenance and use cost per vessel and these averages varied from $500 to $1,000. The low figure of $500 was used in this report to avoid any intimation of exaggeration.
Item #2.
The statistical findings of Outboard Boating Club of America quoted by Johnson Motors yielded this figure.
Item #3.
The members of the committee after consulting dealers, boat users, etc., arrived at this figure.
Item #4.
A study of the Bruno statistics together with operational use costs produced this comparative figure.
Item #5
Considering outboard motors and boats to be 40% and the funds involved Twenty Million Dollars, then the inboard would of necessity reach Thirty Million Dollars.

SPECIAL NOTE

To substantiate the figures incorporated in items 2 to 5, the National Association of Engine and Boat Manufacturers quoted an annual figure for 1955 of One Billion One Hundred Million Dollars for the purchase of new and used boats, appliances, equipment and use for same during 1955. The Florida Industrial Index is 4.43% and when this is applied to the items 2 to 5 it produces a Forty-eight Million Seven Hundred Thirty Thousand Dollar estimate which almost exactly matches the Florida estimates in items 2 to 5 with the exception that operating cost had not been estimated previously and are included now as item 6. This estimate is low but it must be understood that some of the boats operated 12 months while some possibly only a day.

A MUNICIPAL MARINA

Dividends In Money and Recreation

By JOHN P. MITCHELL

Aerial view of yacht basin showing protective breakwater and beautiful palm lined shoreline drive. Circle on first T head is for skating and open air square dancing.

A FAR-SIGHTED City Administration, headed by former Mayor A. C. McCaughan, backed by progressive business and civic leaders, inspired and guided by the late Ira Hand and the Waterways Improvement Committee of the National Association of Boat and Engine Manufacturers, determined to incorporate a municipal marina into the Corpus Christi Bayfront Protection project. That the action was wisely planned and developed is indicated in the figures to follow.

The Yacht Basin is operated under the Supervision of the City's Park & Recreation Department, Mr. W. P. Witte, Director. The Yacht Basin Division maintains and rents 224 boat slips on the two *T* Heads and the *L* Head. In addition, it operates a barge dock. All usable slips are rented throughout the year and a constantly growing waiting list is on file.

The Yacht Basin personnel consists of a Yacht Basin Supervisor, John Segrest, two Assistant Yacht Basin Supervisors, Paul Jett and Albert Richard, and one custodial worker.

The assignment of slips, billing, collections and bookkeeping is handled through the Yacht Basin Office. In addition, constant patrol is maintained on the two *T* Heads, *L* Head and barge dock.

The following figures are the expenditures for the fiscal years and represent regular salaries, materials and supplies, contractural services, other charges and capital outlay:

Actual Expenditure 1953-1954	Actual Expenditure 1954-1955	Estimated Expenditure 1955-1956
Total: $19,163.00	Total: $21,204.00	Total: $24,279.00

Additional money was provided in the year 1955-56 ($20,700.00) for the installation of electrical facilities to the boat slips on the Lawrence and Peoples Street *T* Heads. The estimated expenditure for the year 1956-1957 is $27,936.00 and additional money was provided to install four additional small boat launching ramps on the *L* Head.

The Park areas on the *T* Heads are maintained by the Park Department, at no charge to the Yacht Basin. Repairs to the streets leading to and on the *T* Heads and Barge Dock are maintained by the City Street Division, cost of repairs paid by the Yacht Basin. Other maintenances such as pier repairs, safety cable, curb posts, are done by the City Building maintenance, cost paid by the Yacht Basin. The cost of these repairs are much lower when done by the City than by outsider contractors.

Boat slips are rented on a boat foot basis; on the *T* Heads it is one and one-half a cent per boat foot per day and on the *L* Head it is one cent per boat foot per day. Other incomes are the Bayfront Concessions and the barge dock. Barge dock rental is as follows: $5.00 per day per barge, $10.00 per day per drilling rig, and $20.00 per day per barge tender.

The physical area of the *L* Head is 5.65 acres, the Lawrence Street *T* Head is 8.11 acres and the People Street *T* Head is 8.02 acres.

During the months of May through August 1956 we had 72 visiting boats ranging in size from 20′ to 116′ in length, berthed at the Yacht Harbor. Through the fine cooperation of the local boat owners the Yacht Basin was able to accommodate all visitors.

An important side light of the Yacht Basin operation is the activity of the Supervisory Staff with relation to promoting small boat safety. Safety signs are placed at strategic points in the Harbor, and bulletins announcing the public instruction classes of the U. S. Coast Guard Auxiliary and the U. S. Power Squadron are displayed on bulletin boards prior to the start of the classes. The Yacht Basin Supervisor is a member of the local Flotilla of the U. S. Coast Guard Auxiliary and has made many assists.

(Please turn to page 540)

This is a view of the electrical outlets provided each slip. Safety ground is incorporated into each outlet.

Annual Estimated Volume of Activity For Outboard Boats, Motors And Boat Trailers*

*Prepared by the Outboard Boating Club of America, Chicago, Ill.

FROM A TRAVELING MARINE REPRESENTATIVE*

Dear Friends:

I received the new Marine Directory today and I'm sure proud of you folks. It is a real nice job, and a wonderful tool.

In traveling around from city to city, lake to lake and state to state there is never a day that I don't learn something. During my more than 400,000 miles of travel during the past 5 years, calling exclusively on the marine trade, I have learned many things I could include in this letter to you.

Uppermost in my mind is the question: Does the average marine dealer realize the affects price cutting can and is having on this industry or is he just trying to make another sale?

It makes no difference to me, whether it be dealer, jobber or manufacturer, price cutting is not the answer to increased sales. Take for example one small item that sold for $3.00 list in 1956. It will sell for less than $2.00 in 1957. These are the affects of price cutting: (See chart below)

67c at the end of six months, 46c after one year, 23c after two years, 15c after three years and 1c after 5 years." All of these figures may seem a little terrifying. Don't be too alarmed—the fact is that well over 95% of the people in this country are honest.

In all my travels I've found a very small percentage of dealers who have proper office facilities for collecting accounts, and I'm going on record here, that writing collection letters is a disagreeable task. Amen.

I was ask just recently, "Where can I get good office girls." I know just as well as you do that good efficient office help is scarce today. This doesn't mean, however, that a business can be properly run without it. . . . . Now consider this: There is a definite need for salesmanship during 1957 in the marine business. The American people are in a buying mood, but they are not sure just what to buy.

Excess income is breaking new records every month, and no one seems to be able to see the stopping point. More important, the "little man" has

Based on a 30%									
Gross if *a price cut of*	5%	requires	14%	more volume,	and	handling	20%	more	merchandise
	10%	requires	35%	more volume,	and	handling	50%	more	merchandise
	15%	requires	70%	more volume,	and	handling	100%	more	merchandise
	20%	requires	140%	more volume,	and	handling	200%	more	merchandise

It all sums up to the fact that if you cut 15% on a $100.00 sale it will be necessary to sell $170.00 in value, and you must handle twice as much merchandise, before you can bank a profit of $30.00 which is what the original $100.00 sale would have made. Just tie that thought to the dock and think about it awhile, if I'm wrong I'll yield.

We are busy people in this wonderful marine business today. The accounts due and payable to the dealers are growing every day. With this in mind tie another line down and mull this over in your mind. . . . . Bill had his boat rigged and motor tuned up last April . . . the account is still not paid. Every dollar owed to the dealer decreases in value 45c when it becomes one-year overdue. We are all well aware of the fact that the older the account is the harder it is to collect. When six months have passed you can be sure you are only going to recoup about 67c on the dollar. The United States Department of Commerce figures graphically illustrate this. They say, "The over-due dollar is worth only 90c after two months,

more confidence in the future than has the "big man". He is willing to go further into debt.

In 1957 there's likely to be a higher percent of unplanned purchases than ever before. The result being that this is the time when real old fashioned salesmanship can attract the consumer dollar.

Buyers will be especially vulnerable to suggestive salesmanship. Up-grading—not price cutting, will be the important buying theme over the months to come. Buyers want quality and are in the market for quality merchandise. The accent is unmistakably on quality rather than price.

The year of 1957 will be the greatest in history if all the dealers will key their sales efforts to these buyers moods, and we in the marine industry will open our doors to a bigger share of the consumer dollar, than ever before realized.

I hope you can use this letter somewhere, somehow, this has been outcoming for many a day.

**From a well-known marine manufacturers representative*

REVIEW OF 1956 MOTORBOAT AND SAILBOAT RACING SEASON

A NEW world water speed record of over 225 mph, the first coast-to-coast televising of the Gold Cup Race for unlimited hydroplanes, a record smashing entry of over 500 boats in the stock outboard national championships, the 20th sailing of the biennial ocean race to Bermuda and the international yachting competition in the Olympic games in Australia were the headliners in a banner year for boat racing.

Straightaway mile trials and closed course competition for inboard and outboard hydroplanes and runabouts, predicted log contests for inboard cruisers, deep-water long distance events and one-design competition for sail boats all experienced new highs in popularity during 1956. Thousands of new enthusiasts were attracted to racing from the more than 28,000,000 men, women and children participating in recreational boating.

Donald Campbell, son of the late English boat and auto racing great, Sir Malcolm Campbell, established a new world water speed record of 225.36 mph on Lake Coniston, England, Sept. 19. He put his jet-propelled Bluebird through the first mile run at the unbelievable speed of 286 mph, but the rules for records stipulate the official mark must be an average of two one-mile runs in opposite directions. On the second try he made a slow run of only 164 mph, but broke his old mark of 216.25 mph set on Lake Mead, Nev. in 1955.

America's premier motor boat race, the famed Gold Cup, held in Detroit, Sept. 1, was seen from the Atlantic to the Pacific this year on television, marking the first time a motor boat race has been so covered. In a dispute that was not finally settled until almost two months after the finish of the event, Miss Thriftway of Seattle, owned by Willard Rhodes and driven by young Bill Muncey, was declared the winner. William T. Waggoner's new Shanty I, also from Seattle, topped the unlimiteds for national high-point honors. Shanty I amassed 1,475 points in five events to nose out fellow Seattlite Edgar Kaiser's Hawaii Kai III which had 1,452 points in the competition among 40 unlimited craft, a record number for the class.

Shanty I, driven by Lt. Col. Russell Schleeh, USAF jet pilot, was selected to defend against the first foreign challenge since 1950 for the British International (Harmsworth) Trophy. Canada's Miss Supertest, owned by J. Gordon Thompson, London, Ont., made a desperate bid to wrest the 53-year-old prize from the United States, which has successfully defended it since 1920. However, Shanty's power and Schleeh's skill in driving gave the U. S. two out of three forty-mile races Aug. 25-27 on the Detroit River to continue unbroken our domination of the Harmsworth competition.

The American Power Boat Association, supervisory body for motor boat racing in North America, sanctioned a total of 488 races during the year, topping the 1955 record number by 99 events — a 25 percent increase. The APBA claims 4,868 members, with 4,060 signed up as competitors. Stock outboards dominated the racing picture with 3,670 rigs listed with the APBA. Rounding out this registration were 848 inboard boats, 946 alcohol-burning outboards and 17 modified stock outboards.

Competition in the predicted log contests for inboard cruisers was also at a peak with APBA sanctions granted for 15 events. Myron B. Wolf, Glen Cove, N. Y., won top cruiser honors taking both the National Predicted Long Championship and the Dewars Trophy. Elias A. Kalil, Manhasset, N. Y., won the Herbert L. Stone Trophy.

A trim little 39-foot yawl was the big news in ocean sail boat competition. Carleton Mitchell's Finisterre — typical of the new broad-beamed, centerboard cruising-racing craft that are gaining in popularity — won the Bermuda Race June 16-21, beating a record entry of 89 starters in what was considered "big boat heavy weather". She also dominated the Southern Ocean Racing Circuit last winter.

Mrs. Glenn Lattimore and her crew from man-made Eagle Mountain Lake, Fort Worth, Tex., became the first entry from any part of the country except the northeast to win the Mrs. Charles Francis Adams Trophy, emblematic of the women's national sailing championship. Individual honors were geographically spread out with young Alan Holt of Seattle, Wash., skippering the winner of the Sears Cup junior national championship. Meanwhile, Frederick E. Hood, Marblehead, Mass., traveled 3,000 miles to Seattle, to win the Mallory Trophy, the men's national sailing championship, and return it to the east coast.

* * *

FOLLOWING IS A TABULATION OF MAJOR MOTOR AND SAIL BOAT RACING ACTIVITIES DURING 1956.

NEW RECORDS ESTABLISHED IN 1956

INBOARD COMPETITIVE (Five Miles)

CLASS	MPH	BOAT	DRIVER	PLACE	DATE
7 Litre	86.289	*Seven Grand*	Bruce Greer & Keith Black	Lake Mead, Nev.	10/15
91 Hydro	60.688	*Porky*	E. Burt Davidson	St. Petersburg, Fla.	2/12
48 Hydro	67.821	*Little Racket II*	J. A. Colcock	Seattle, Wash.	8/14
Cracker Box	68.545	*Hot Cinders*	Bob Patterson	Lake Mead, Nev.	10/15
44 Run.	45.317	*Brewster*	James E. Bowles	Baton Rouge, La.	5/26-27
B Rac. Run.	61.517	*Li'l Bee*	Ernest Rose	Salton Sea, Cal.	4/8
E Rac. Run.	73.409	*Bouncy Barby III*	Ed Brown	Lake Mead, Nev.	10/15
E Ser. Run.	53.066	*Skip-E*	Harry Bickford	Abingden, Md.	8/19
F Ser. Run.	51.843	*Prowler, Jr.*	Howard Hibbert	Buffalo, N. Y.	8/12

STOCK OUTBOARD COMPETITIVE (Five Miles)

CU Rbt.	44.401	*Miss Alexandria Bay*	Hunter Grimes	Worcester, Mass.	8/5
JU Rbt.	43.499	*Jumping Jack*	John Homan	Cambridge, Md.	8/4
C Stock Hydro	50.463	4-B	Tom Von Mello	Worcester, Mass.	8/4

*Approval of this by APBA Stock Outboard Racing Commission pending.

OUTBOARD COMPETITIVE (Five Miles)

NONE APPROVED by APBA Outboard Racing Commission at press time.

INBOARD STRAIGHTAWAY (One Mile)

266 Hydro	127.864	*Z Z Zip*	Sid Street	Salton Sea, Cal.	10/23
Cracker Box	84.215	*No Go*	Paul L. Pierce	Salton Sea, Cal.	10/23
E Rac. Rbt.	89.563	*Bouncy Barby III*	Ed Brown	Salton Sea, Cal.	10/23
E Ser. Rbt.	59.729	*Skip-E*	Harry Bickford	Clarksville, Va.	7/29

STOCK OUTBOARD STRAIGHTAWAY (One Mile)

JU Rbt.	27.564	*Li'l Bill*	Billy Schumacher	Seattle, Wash.	8/8
CU Rbt.	51.742	*Rock 'n Roll*	Robert Rubis	Boulder City, Nev.	8/10
36 Class	36.690	42-U	F. W. Nickel	Boulder City, Nev.	8/10
C Stock Hydro	59.941	*Adams Bomb*	Larry Adams	Boulder City, Nev.	8/10

STOCK OUTBOARD STRAIGHTAWAY (One Mile)

NONE APPROVED by APBA Outboard Racing Commission at press time.

MAJOR TROPHY WINNERS

UNLIMITED INBOARD

EVENT	BOAT	OWNER	PLACE	DATE
Maple Leaf	*My Sweetie Dora*	Horace E. Dodge	Windsor, Ont.	6/23
Mapes Gold Cup	*Shanty I*	Wm. T. Waggoner	Lake Tahoe, Cal.	7/7
Internat'l Boundary	*Gale VI*	Jos. A. Schoenith	St. Clair, Mich.	7/15
Seafair	*Shanty I*	Wm. T. Waggoner	Seattle, Wash.	8/5
Silver Cup	*Miss U. S. II*	George Simon	Detroit, Mich.	8/18
Harmsworth (British Internat'l)	*Shanty I*	Wm. T. Waggoner	Detroit, Mich.	8/25-27
Gold Cup	*Miss Thriftway*	Willard E. Rhodes	Detroit, Mich.	9/1
Detroit Memorial (Fastest Gold Cup qualifying time)	*Such Crust III*	Jack Schafer	Detroit, Mich.	9/1
President's Cup	*Miss Thriftway*	Willard E. Rhdoes	Washington, D. C.	9/15-16
William Rogers Memorial	*Hawaii Kai III*	Edgar Kaiser	Washington, D. C.	9/16
International Cup	*Miss U. S. I*	George Simon	Elizabeth City, N. C.	9/29-30
Governor's Trophy	*Miss U. S. I*	George Simon	Madison, Ind.	10/6-7
Sahara Cup	*Hawaii Kai III*	Edgar Kaiser	Lake Mead, Nev.	10/13
APBA National High Point	*Shanty I*	Wm. T. Waggoner		1956

LIMITED INBOARD

Baker Palladium	*Wa Wa Too*	Wm. Ritner, Sr.	Miami, Fla.	1/1
Imperial Gold Cup	*Wildcatter*	B. G. Bartley, Sr.	New Martinsville, W. Va.	9/22-23
John Charles Thomas Trophy	*Wa Wa Too*	Wm. Ritner, Sr.	Washington, D.C.	9/16

OUTBOARD

Col. Green Star Island	Hornet XV	Wm. E. Tenney	Florida Winter Circuit	Jan.-Mar.
John Ward	——	Leon Bonneau	Monaco	4/14-16
George H. Townsend Medal	——	Douglas Creech	U. S. A.	April-Oct.
Paul Sawyer Jr. Medal	——	Charles Parsons	U. S. A.	April-Oct.

STOCK OUTBOARD

Pat Ryan Memorial	——	Edward Tom	Cambridge, Md.	8/23-26

INBOARD NATIONAL CHAMPIONS

Hydroplanes

CLASS	DRIVER	PLACE	DATE
Unlimited	Lt. Col. Russell Schleeh, San Carlos, Cal.	Seattle, Wash.	8/4
7 Litre	Ron Musson, Akron, O.	Buffalo, N. Y.	8/11
266 c.i.	Henry Lauterbach, Portsmouth, Va.	New Martinsville, W. Va.	9/22-23

(Please turn to page 444)

The giant Pacific Marine Supply Co. building looking from Seattle's Western Ave. The waterfront can be seen to the right.

OUR FIRST 60 YEARS AT PACIFIC MARINE SUPPLY

This story was written for Boating Industry by Milton Dalby of Pacific Marine Supply late last year. Mr. Dalby's untimely death took him before his story could be published.

OUR "60th year" will, in a few months, be the slogan of Pacific Marine Supply Company to its customers. In March of 1957, it will be sixty years since Edward Cunningham, then a young man just out of Scotland, along with D. B. McBride of Portland, Oregon founded a small business in Seattle selling mostly netting and twine. Since that time Pacific Marine Supply Company has grown to be recognized as one of the country's largest marine supply distributors. It was then called Pacific Net and Twine Company.

From his small basement store, Mr. Cunningham made rapid progress. He moved to new and larger quarters at First and Jackson Streets. Steadily and solidly he built the business—taking on new top lines of general marine supplies. The company was appointed agent of the Plymouth Cordage Company, a relationship that has grown and continued through more than a half a century of mutual respect and accord.

In 1904, the company moved to Pier 6 in the heart of Seattle's fast growing waterfront. His draft horses, Princess and Pat, hauled most of the heavy ship stores, but his small automobile delivered many a rush job over Seattle's planked waterfront. In 1913 Pacific Net and Twine Company moved to larger quarters taking all of Pier 8 and a complete marine department was added, including several popular lines of gas engines.

World War I erupted in Europe, Seattle ship yards set the pace. Pacific Net and Twine had carloads of marine and ship fittings rolling from the East to keep Skinner and Eddy, Duthies, Todds, and other yards supplied with fittings and equipment.

The commercial fisheries end, too, was booming. More and more halibut boats were being built; ditto for purse seiners and gillnet boats. Power boats sounded a death knell for many of the sailboats that formerly left Seattle in quest of catches from the sea.

Pacific Net and Twine Company in 1919, moved into their new, modern building at 1223 Western Avenue, one block from the waterfront. It's a concrete, fire-proof structure, six stories and a basement, facing 120 feet on Western and 135 feet on University Street. New lines were constantly being added, but Mr. Cunningham made it a point to always seek and sell the best. For years Pacific Marine Supply Company, the firm name was changed in 1927, has advertised "the house of 20,000 items".

R. D. (Bob) Ladd (left) vice president and general manager and Edward Cunningham, president of Pacific Marine Supply Co. look over company sales records.

In the process of moving, Mr. Cunningham and Pacific Marine Supply Company looked ahead. He incorporated Pacific Fishing and Trading Company, a wholly owned subsidiary, and they retained store facilities at Pier 8 from which the parent company had vacated. Pacific Fishing and Trading would cater to the halibut and fishing supply end of the business, selling gear, commissary supplies, clothing and everything for men of the sea.

Mr. Cunningham also organized two affiliates—Oregon Marine Supply Company of Portland and Astoria, Oregon.

Pacific Fishing and Trading Company, a few years ago purchased 600 feet of fine marine property on the Lake Washington Ship canal in the heart of Ballard, a Seattle suburb. Pacific Fishing and Trading has made excellent strides in the past few years with W. A. Angus, formerly with Pacific Marine Supply Company, as General Manager, and Harry Yuile as President. Construction is now under way on a new modern marina with ample parking around the large building which houses efficient sales, display, office and warehouse space and outboard and machine shop.

The company is a distributor for such widely known items as Allis Chalmers, Buda diesel marine and industrial engines; Nordberg gas engines; and is a dealer for Mercury outboard motors, Glasspar, Reinell, Blue Star, and Larsen boats. Supplies available even include groceries and clothing. It's a common sight at Pacific Fishing and Trading property to see an Alaskan cannery tender and power barge loading trap gear and supplies; adjacent a doughty halibut boat will be taking on stores; next a purse seiner or dragger will be hauling aboard its net or trawl, and now a-days outboard runabouts and cruisers, as well as inboard pleasure boats are alongside the docks or on trailers in the parking area. Pacific fish has an unexcelled marine location. Less than a mile away are the Ballard locks, and once through, the ship is out of fresh water and in Puget Sound on its way.

Pacific Marine Supply Company today is a combination of the old and the new. It is a complete

Art Bauer checking the Reinell boat stock at Pacific's Ballard Warehouse.

supplier of the Puget Sound and Alaskan fishing industries; has a complete steamship department, and furnishes everything for an ocean going ship from galley to engine stores. On the 6th floor is a small but compact machine shop and here is the spot where the Pacific Fire Fighting pumps are manufactured. For production of these famous pumps, Pacific Marine Supply Company was awarded five Army and Navy E's during World War II. The armed forces took the entire production of "Handy Billy" pumps for more than two years of World War II. It's a gasoline driven, light weight pump that's widely used in the services for fighting fires, washing down and general utility. The U. S. Forest Services have used it for years in defending their forests from the greatest threat—fire. Other nations, too, have bought and used hundreds of Pacific Portable fire fighting pumps. Ed Englehardt is the manager of this department. C-O-TWO, Pyrene, Jacuzzi pumps, fire hose, Champion spark plugs, and miscellaneous equipment is widely distributed.

On the 5th floor is another small but compact subsidiary of the parent company. It's the office and factory of Marine Specialty Mfg. Co. Thousands and thousands of McMahon, Superior, L. G. Johnson trolling spoons and McMahon swivels are turned out each year. The spoons are not only widely used by salmon trollers off Washington, Oregon, and California cities, but are widely distributed in Alaska, the Great Lakes, and the East Coast. Cameron Smith is the manager.

On the 5th floor, too, is the Universal Marine Engine Division with Donn Cripe in charge. A complete line of Universal engines is stocked and also Universal light plants. Complete accessories are found here in the engine department—Westinghouse globes, Half Mile ray lights, Ray-O-Vac flashlights and batteries, Jabsco pumps, parts, and impellers, Wilcox-Crittenden marine fittings, Federal Mogul and Michigan props, Goodrich Cutless bearings, Kelvin White compasses, depth sounders, and automatic pilots.

Seattle and Pacific Marine Supply Company are both strategically located for outboard motoring and all types of cruising. Three years ago, in August of 1953, R. D. Ladd, formerly Pacific Coast Manager of Plymouth Cordage Company, joined Pacific Marine Supply Company as vice-president and general manager. Through his efforts Pacific Marine Supply Company has forged ahead as one of the leading distributors of boats, motors, small boat equipment and hardware in the country. Mr. Ladd was responsible for Pacific Marine Supply Company's acquiring the famous Mercury line of outboards. Pacific Marine Supply Company had been pioneer distributor of outboards for more than 30 years, but had not pushed that end of the business. Mr. Ladd also acquired distribution for Pacific Marine Supply Company of Glasspar, Reinell (plywood and cedar plank), Larsen Crestliner and Blue Star aluminum boats. He also added Holsclaw trailers and dozens of items of small boat hardware and accessories which previously had

- *Pacific Marine's loading dock on Alaskan Way.*
- *The Mercury repair shop with Bill Rankin, Ed Tolford, Gary Mitchell and Rod Entrop.*
- *Putting up orders in the well-laid out shipping department.*
- *A picture taken from the front door of Pacific Marine Supply looking in.*

not been carried. Pacific Marine carries its smaller boats in the main store, but its larger boats are kept in the warehouse at the Ballard location.

R. D. Ladd known to his friends as "Bob" was chairman of the 1955 Seattle National Boat Show. He's an enthusiastic boating enthusiast and has an outboard cruiser that he calls the "A-LADD-IN".

On the fifth floor, adjacent to the Universal division is the Mercury outboard motor department. Here motors are not only stored, but Pacific Marine Supply Company has a complete modern parts and repair department, and complete facilities for testing and running motors.

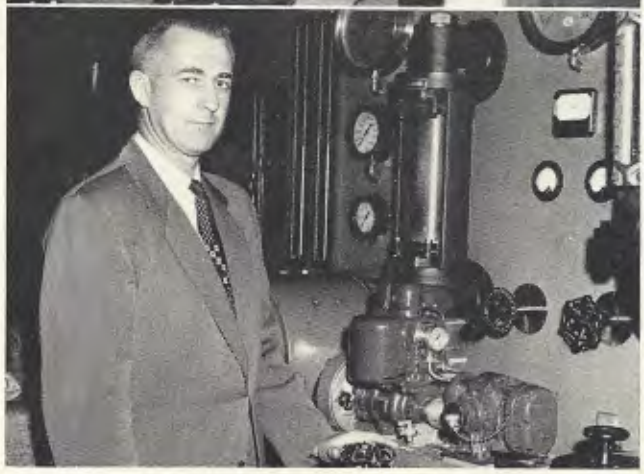
Dropping down to the fourth floor one finds the home of the net loft and warehouse of nets and net equipment. Cash Guinasso is web foreman and has had more than thirty years experience in building and rigging all types of nets and gear. He is ably assisted by Bob Vitalich an experienced rigger and builder. Pacific Marine Supply Company have built more than 4,000 eastern and western trawls. Here is stocked cotton and manila, nylon and linen twine, floats, sinkers, and all appurtenances for commercial fishing.

For years Pacific Marine Supply Company and the Linen Thread Company, Inc. have done a good job for each other—Pacific Marine Supply in distributing Linen Thread Company's products and Linen Thread Company in producing the tons of cotton, manila, synthetic netting, twines, and miscellaneous equipment used in the fisheries field.

Pacific Marine Supply Company's customers are around the world. Recently, the Argentina government for their naval vessels purchased 50 of Pacific Marine Supply Company's pumps. The same day by air parcel post a small nylon net for white fish left for Beaufort Sea, Arctic Ocean, the little village of Barter Island. The customer, an Eskimo, wanted to get his winter supply of fish and knew just what he wanted in the line of nylon netting. Pacific Marine Supply Company sells all its products throughout the territory of Alaska through two resident salesmen—Les Florence in Ketchikan and Jim Sheldon in Anchorage. In fact, Pacific Marine Supply Company salesmen on a given day could be 4,000 miles apart—Pt. Barrow, Alaska to Great Falls, Montana—this territory is covered regularly by Pacific Marine Supply Company's dealer sales force, a tremendous area for a distributor organization.

Drop down another floor to the third and you really see a stock of items. Paints? Sure, take your choice—Woolsey's, or DeVoe and Reynolds. Stoves? Skippy's, Galley Gal, Neptunes, Olympics, Coleman—what will you have? In this large storage area one finds everything from life preservers by American Pad and Textile to chain from American Chain Company—from nails by Bethlehem Steel, to the redolent smell of Oakum by George Stratford. If you look closer you will find Svea and Primus stoves, oars, gaff hooks, fiberglass cloth and resins, Lubriplate, stacks of buckets, barrels of pine tar, pitch, netting dips, oils, preservatives. Take your choice!

(Please turn to page 565)



- *Ray Egner, general sales manager.*
- *Bob Ladd in the rope department.*
- *Donn Cripe, manager of the engine department.*
- *Ed Engel Hardt, the manager of the fire-fighting equipment division. He is shown here in the test room with a Pacific portable pumper.*

Speaking Of Freight Costs*

I was invited here tonight to talk to you on the subject of your freight costs, primarily overcharges. I accepted the invitation, not because I enjoy public speaking because I don't, but I accepted because I thought I might be able to bring you a few facts that would help you to save some money. I am not a great public speaker so please examine my talk for its content rather than its form of presentation.

In order that you may better understand the subject of overcharges I would first like to say a few words about the Interstate Commerce Act and Interstate Commerce Commission, because I think that any problem better understood is easier solved.

To understand the Interstate Commerce Act it is necessary to know its history, so if you will bear with me I would like to give you a very short two minute history of the act.

The regulation of Interstate Commerce dates all the way back to our constitution. When our founding fathers wrote the Constitution they had the foresight to realize that one day, as our country developed, we would have the need to regulate interstate commerce even tho it was not needed at the time. To insure that we would have this power they wrote a very simple clause into the Constitution which reads, and I quote, "Congress shall have the power to regulate commerce between the several states and with the Indian Tribes".

While this power was there it was not used because as I've said it was not needed, but as our country developed and the railroads pushed their way to every corner of the country there was keen competition between the carriers and you people in the marine trades know what competition does. In the marine trades you call it discounting, in the traffic profession it is called rebating. There was extensive rebating and discrimination and all sorts of abuses. Carriers were not required to publish rates so their rates were only posted at freight stations. These would change from day to day as it suited the purpose of the carriers without regard for the shippers and frequently a shipper didn't know from the time he shipped his goods until they arrived at their destination what rate he would pay for the service. In addition to this there was a lot of discrimination against the small shipper as opposed to the large manufacturers who could afford to ship in large quantities.

The individual states recognizing these abuses passed laws regulating Interstate Commerce moving anything within their borders. The carriers, of course, didn't like being regulated so they fought it and in a series of court cases it went to our Supreme Court. The Supreme Court handed down the decision, quoting that original clause in our Constitution, that only the Federal Government had the power to regulate Interstate Commerce. This had the effect of nullifying all state laws regulating Interstate Commerce and once again the carriers were without regulation. Congress was forced into action and they passed the first Federal regulation of Interstate Commerce which was called "The Act to Regulate commerce".

As with most pioneer lawmaking efforts Congress went too far and where the carriers previously had no regulations, now they had too much. And since they soon realized there was no one to enforce these regulations they didn't pay much attention to them.

Once again Congress was forced to act. They passed amendments making the regulations more reasonable. They changed the name to "The Interstate Commerce Act", and set up the Interstate Commerce Commission as the enforcement agency of the act. After World War I motor transportation became a major factor in our economy. In 1920 the "Motor Carrier Act" was passed bringing motor carriers under authority of the act and so on, until today all forms of transportation engaged in interstate carriage of freight or passengers are regulated by the Interstate Commerce Act.

All of this legislation was passed for only one reason, to protect the shipping public, you and I. This regulation has no power or jurisdiction over a shipper and applies only to carriers engaged in Interstate commerce. It is there to help you and can help you a great deal more than it does now if you only know how to use it.

At our last meeting here, one of our members talking about his freight bills and overcharges made the statement that "you write to the Interstate Commerce Commission and what do they do about it, nothing".

Unfortunately this is a belief shared by too many small shippers. I don't doubt he was sincere in what he said and I'm sure he wrote to the Commission and I'm just as sure they did nothing about it. The thing to remember is as I told you earlier, The Interstate Commerce Commission is the enforcement agency of the Interstate Commerce Act. All the power that they possess comes from the act itself, so until someone violates the act they don't have the power to do anything about it.

The fact that they receive a letter from an individual shipper stating that a carrier has overcharged him is not an indication that this carrier has violated the act, therefore, they are powerless to help you. When you are overcharged your first recourse is to the fellow that overcharged you. If you file the overcharge claim and the carrier has overcharged you and refuses to pay you, then he has violated the act. Now it is proper to write to the Interstate Commerce Commission and you will get fast and efficient action.

This brings me to the subject of overcharges. First, let's take a look at both sides of this problem and I'll start with the carriers themselves. Contrary to popular belief the people that own and operate our transportation companies are reputable businessmen. They are not Ogres out to filch the shipping public and when they overcharge you it isn't because they want to. Their rates are set to bring them a fair return for the service they perform. This is all they want from you. Nevertheless, they do overcharge you in a great many cases, some of the fault is theirs but part of the fault lies with the shipper.

The transportation industry is plagued by high operating costs. They are highly taxed, their operat-

(Please turn to page 560)

**A talk given by Mr. Howard Etter of International Paint Co. at the November 14, 1956 meeting of the New York Marine Trades Association.*

the outboarding public is!

and you may still get a protected dealer territory!

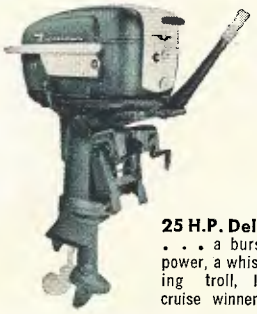
The fastest growing outboard motor of them all is BUCCANEER.

For 1957, eight brilliant models that offer style, performance . . . 3000 service stations . . . no wonder BUCCANEER is headed for the top . . . fast!

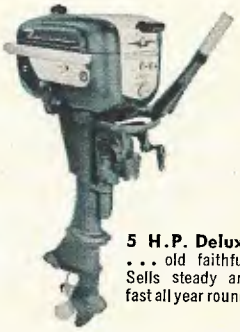
Act now and get in on the powerful BUCCANEER Winter-Spring selling campaign . . . it's backed by colorful national advertising, dealer displays, consumer brochures, and there's a full merchandising kit waiting for you. Write today!

12 H.P. DELUXE . . . here's the baby that has outboarders and lubbers alike excited! It's got everything! Looks, plenty of power, built-in dependability. And a price that knocks 'em for a loop!

3 H.P. Deluxe ...for the kids, for the hunter, for the short tripper!



25 H.P. Deluxe . . . a burst of power, a whispering troll, long-cruise winner!



5 H.P. Deluxe . . . old faithful! Sells steady and fast all year round!

Buccaneer

GALE PRODUCTS

Galesburg, Dept. 617A, Ill.

division OUTBOARD MARINE CORPORATION

Makers of I•E•L—Pioneer Chain Saws

Write now and get your four color consumer brochures and the name of your Gale Distributor.

More Data No., Gale Products 30

Noted Naval Architect

No one knows boat building materials better than Edwin Monk...over 10,000 "Monk Designed" boats are on the water today! Monk's own 37-ft. cabin cruiser, "The Whim", is a mariner's dream come true, with every detail embodying the most advanced developments in modern design and construction. Monk's choice of HARBORITE as a prime material in the construction of "The Whim" is ample proof of its outstanding quality.

Whether you're building or rebuilding... you'll get longer life, better performance with Harborite

In Every Marine Application Harborite Out-Performs Them All!

Longer life...better performance...whether used for hulls, decks, cabins, or one of the many other applications... for Harborite is famous Super-Harbord PLUS a rugged, resin-impregnated overlay...providing built-in toughness to stand up to any marine test...better...longer!

The smooth, grainless face provides a superior painting surface...paint goes on easier, holds years longer—grain-raise problems are cut to a minimum! The abrasion-resistant overlay increases over-all strength... completely eliminates splitting and checking...makes Harborite stronger than steel! Users report virtually no swelling, shrinking or buckling...even under severe extremes of tropical heat and arctic cold!

now competitive in price with finest marine plywood

LOOK AT THESE ADVANTAGES!

- Permanently 100% Waterproof
- Super Abrasion-resistant
- Alkali and Acid-resistant
- Fungi, Mold, and Pest-resistant
- Available in Oversize Panels
- Bends Evenly; Easy to Work

HARBOR PLYWOOD CORPORATION • Aberdeen, Wash. • *Sales Offices and Warehouse Stocks in:* Aberdeen, Atlanta, Chicago, Cincinnati, Houston,

© 1957

More Data No., Harbor Plywood 31

Built His Own Boat with

HARBORITE®

the miracle overlaid fir plywood...super-resistant to wear, weather and water!

LOOK AT HARBORITE'S SPECIAL CONSTRUCTION!

1. Only select Douglas Fir veneers are used in Harborite
2. Core veneer strips are machine-edged and butted tight
3. 100% solid wood in all core veneers...no hidden flaws
4. Harbor-developed waterproof glue assures permanent weld
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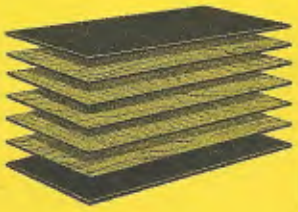

Indianapolis, Jacksonville, Los Angeles, San Francisco, Seattle, Tampa, other major cities

HARBOR PLYWOOD CORPORATION, 1-BI
Aberdeen, Wash.

Please send me more information and a sample of Harborite.

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ADDRESS _____

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More Data No., Harbor Plywood 31

cadillac

Surf-Line Windshields

Surf-Line Imperial. Two crystal clear bubbles gives you new jet-age styling. Installs in seconds.

the boat-world's finest and most complete line of windshields, boat-tops, Fiberglas Cloth, Resins and Accessories.

READY NOW!
ALL 1957 STYLING!

cadillac Surf-Line windshields

division Cadillac Plastic Company
2111 Olive Street St. Louis 3, Missouri

Dazzling Surf Queen. America's most popular wraparound. Shield is 3/16" Plexiglas which is secured in beautiful chrome. All owner needs is a screw driver.

Glamorous Surf King. Optically clear 3/16" Plexiglas in popular wraparound styling. Ready for owner installation.

Surf Panoramic! Outstanding for those who demand the finest. Offers additional use on a "flying bridge." Available in 3/16" Plexiglas. Ready for complete installation by owner.

Write for beautiful brochure showing many other styles in Surf-Line Windshields—Accessories and Marine Boat Supplies, Boat Tops, Fiberglas Cloth, and Resins

See you at the Boat Shows

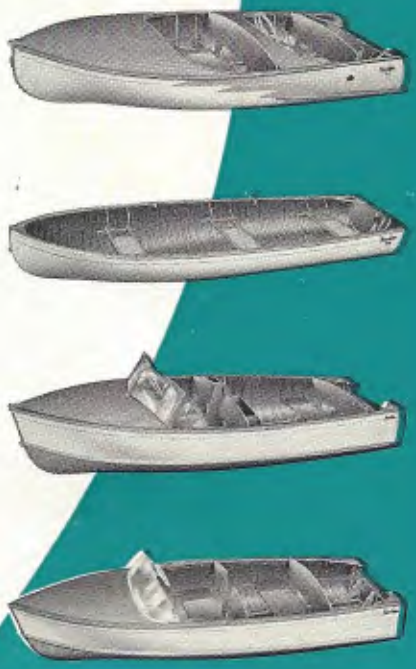
dealer inquiries invited

Plexiglas is Rohn & Haas Trademark

More Data No., Cadillac Plastics 32

Penn Yan boats

By Appointment to His Majesty, the American Sportsman



Today, as never before, boat purchasers demand the best . . . which puts Penn Yan dealers in an even *more* enviable position. *So often* today, when a water sports enthusiast selects a boat, it is a Penn Yan. That is because Penn Yans are quality boats all the way through, built of the best possible materials by experienced, expert craftsmen . . . *men who know what a truly fine boat should be, and how to build it.*

Why don't *you* look into the possibility of securing a Penn Yan Franchise—of representing the line so highly favored by the royalty of boat buyers, His Majesty, the American Sportsman!

Below: Sapphire

Certification on all Outboard Models

PENN YAN BOATS, INC., 20th St., Penn Yan, N.Y.

More Data No., Penn Yan 33

Bound to be the hit of the Boat Shows

They're the sweetest-running Johnsons ever

More sparkle! More scat! Still more stamina!

If this isn't boating's biggest year, we'll eat a drive pin sundae with S.A.E. 20 sauce. And if these aren't the nine finest Johnsons we've ever engineered, we'll have a second helping.

The '57 Sea-Horses deliver more heavy-duty horsepower. More "round-trip" dependability. They're sleek, clean . . . look like they're underway standing still. What's more, the most advertising in Johnson history backs the new line—including twenty-six full color pages in LIFE and SATURDAY EVENING POST alone.

If you're a Johnson dealer, we urge you to pull out all the stops. Our motors and reputation insure a very good year . . . but only you can make it a great one for you!

P.S. If you're not a Johnson dealer but have a hankering to be, maybe we should talk. We have a few availabilities for qualified marine dealers. For information, write: Johnson Motors, 145 Pershing Road, Waukegan, Ill. *(Div. of Outboard Marine Corp. In Canada: manufactured by Johnson Motors, Peterborough, Ont.)*

MEET 1957's FASTEST-MOVERS!

Golden Javelin*	Sea-Horse 18*	Sea-Horse 7½
Sea-Horse 35*	Sea-Horse 18	Sea-Horse 5½
Sea-Horse 35	Sea-Horse 10	Sea-Horse 3

**12-volt electric starting (new quick-charging 10-ampere Power-Master generator with automatic voltage regulator available as accessory on first two models listed). Prices f.o.b. factory, subject to change. OBC certified brake hp at 4000 rpm (18s and 35s at 4500).*

A million Sea-Horse owners will tell you

JOHNSON KNOWS BEST

More Data No., Johnson Motors 34

More Data No., Johnson Motors 34

LOOK TO *Travelift*

The Most Revolutionary Boat Lifting Equipment Available

IF YOU WANT

- INCREASED PROFITS
- MINIMUM INVESTMENT
- LOWER OPERATING COSTS
- PROVEN EFFICIENCY
- SAFER HANDLING
- LESS MAINTENANCE

FIVE SIZES FROM 3—50 TONS

MAIL COUPON TODAY

MARINE *Travelift* ENGINEERING, Inc. STURGEON BAY WISCONSIN

Gentlemen:
Please rush complete information on the new MARINE TRAVELIFT.

Name .....

Address .....

City ..... State .....

More Data No., Marine Travelift 35

Wonderful new world of PROFIT

. . . yours with Lone Star

AMERICA'S LARGEST MANUFACTURER OF ALUMINUM AND FIBERGLAS BOATS

Look at the lineup for 1957!

CUT OUT AND MAIL THIS CARD TODAY

Postage Will Be Paid by Addressee

No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY C[redacted]

First Class Permit No. 12, Grand Prairie, Texas

is only part of the story of America's best advertised boat line . . .

YEAR 'ROUND ADVERTISING SCHEDULE

Dazzling full page back covers in full color in *Field and Stream* and *Sports Afield*, along with this 4-page color insert (at right) in March *Outdoor Life* spearhead this terrific campaign. Not limited to the boating season, Lone Star's national ad campaign sells Lone Stars the year 'round in publications like *Field & Stream, Outdoor Life, Sports Afield, Sports Illustrated, Esquire, Saturday Evening Post, True, Argosy, Motor Boating, Outboard, Boats,* and many others.

EXCLUSIVE FEATURES

The *plus* features of Lone Star boats have made them famous. *Aqua-Dynamic* Styling . . . *Performance Design* . . . *Lifeguard Construction* . . . all are exclusive Lone Star features! And even more exciting . . . with Lone Star, you can offer much more boat for the money . . . advanced ultra-efficient production line methods of manufacturing mean features you'd expect to find only in boats costing much more.

PROTECTED FRANCHISES

With Lone Star the world's largest manufacturer of aluminum and Fiberglas boats, a Lone Star franchise represents a most desirable business asset. In addition to the prestige it offers, a protected Lone Star dealership is highly profitable. In some areas exclusive franchises are still available. Use the return card below to learn the very interesting prospects a Lone Star dealer enjoys. *Act now for the big season ahead.*

FACTORY FIELD ORGANIZATION

From Lone Star's home plant in Grand Prairie, Texas, and the northern plant at Bremen, Indiana, experienced Lone Star field representatives will call on you . . . as a Lone Star dealer . . . throughout the year. For merchandising assistance, aid with local promotions, or other suggestions and advice, your Lone Star representative is qualified and happy to help you make yours a "Wonderful New World of Profit!"

Lone Star Boat Company
Box 698, Grand Prairie, Texas

Protected Lone Star Dealerships Still Available in Many Areas.
Act today for your share of this wonderful world of profits.

Please send catalog _____ Complete dealership details _____

Date _____ Signed _____

FILL OUT BELOW IF APPLYING FOR LONE STAR DEALERSHIP

Corporation ☐
Partnership ☐
Proprietorship ☐

Name of business _____
Date business started _____
Address _____ City _____ State _____
Motor Line handled _____ How long _____
Other boat lines? Names: _____
What water areas do your customers use? _____
Estimate of No. of boat units you'll sell in '57 _____ Motor units _____
References: Bank _____
Trade _____
Trade _____

Make yours a wonderful new world with Lone Star!

The wonderful world of water sports
...yours in a Lone★Star
SEE INSIDE

A wonderful new world of wonderful new features

on your *1957* Lone Stars

Performance-Design

Lone Star boats are engineered from drawing board to final water test for **Performance.** Marine specialists have packed unprecedented "performability" into every model, from smooth-planing hull to finger-tip ease control. For visual proof, this unretouched "strobe" photo with tracer lights on just **one** boat, a Lone Star **NASSAU** in trigger-tight turn. For better proof, drive one yourself!

Performance-Designed Power Applications

Lone Star designs power applications on each model to meet the specific need. On the 23" **CRUISE LINER,** a new integral **Power-Lift Transom** for sound-cushioned motor efficiency.

For the cruisettes, your choice of single or double **motor bracket,** outboard to hull, yet strong and effective. Fully adjustable.

For the semi-v's, the remarkably strong **Power-Bar** transom brace, transmitting motor thrust safely along sides and bottom of boat.

Aqua-Dynamic Styling

Featuring dazzling, new lines and design details that are functionally beautiful (see **BALBOA** below), Lone Star's **Aqua-Dynamic Styling** sets a new jet-age pace in the marine field. Suggestive of supple, fluid motion even at the dock, the new Lone Stars are designed for appearance as matchless as their performance.

Customized Appointments

Luxurious, yet practical, overstuffed color-keyed **upholstering** on sport models provides comfort and elegance.

Wide, wrap-around **windshields** offer unrestricted, panoramic visibility . . . protection against wind and spray. Standard on most sport and family models.

Step-Through Seating. For agile action of passengers, the added convenience of walk-through or step-through seating on most Lone Star runabout models. A very popular feature for skiers.

Lifeguard Construction

Safety is a watchword actually built right into every Lone Star. Family-safe construction throughout. . from generous, oversized air or Styrofoam flotation chambers that provide "Lifeguard" protection (see photo) to precision details such as multi-rib construction (below)

Precision Construction Detail

Multi-Rib construction on 16" centers for extra strength and stability on cruisers and cruisettes. Affords a solid backbone of strength.

Nylon Pulleys and nylon "tension ease" cables . . on all remote steering for velvet-smooth handling.

Deeper, wider-hulls, throughout the line, assure both dry ride and safety.

Member

SPECIFICATIONS

ALUMINUM

Cruise Liner · El Dorado · Holiday · Nassau · Skipper · Admiral · Commander · Corsair · Commander · King · Long John · Malibu · Mariner · Corvette · Little

FIBERGLAS

...ental · Clark · Angler

For complete details, name of your nearest dealer and beautiful color catalog, send coupon below.

LONE STAR BOATS
Box 687-3
Grand Prairie, Texas

Name.....
Address.....
City..... State.....

Lone Star Boat
COMPANY

GRAND PRAIRIE, TEXAS
BREMEN, INDIANA

family not just a vacation,
feguard Construction,
ogetherness" afloat. Shown
18' **EL DORADO** (right).

n your spirit . . . and take
ar's **Performance-De-**
19' Fiberglas **BALBOA.**

nderful, new, world on the
ar goes, you can take your
LIDAY (above).

kind of carefree fishing
model. Finger-tip ease of
' **KING COMMANDER.**

Optional Color Styling

Dover White hull on all boats except **STARFISH, MARINER, LITTLE JOHN, LONG JOHN.** Trim options for aluminum sport models: Aquamarine, Newport Green, Normandy Blue, Shantung Red, Corsair Tan, India Black, Arabian Yellow. Trim options for aluminum fishing boats (with above exceptions): Aquamarine, Newport Green. Trim options for Fiberglas sport models: Aquamarine, Corsair Tan, Normandy Blue, Shantung Red.

the 1957 Lone★Star Fleet

Sixteen maintenance-free aluminum models from 12 ft. to 23 ft.

Spacious, new 23′ enclosed cabin **CRUISE LINER,** Queen of Lone Star's 1957 Fleet, the ideal family boat. Brilliant, new 18′ **EL DORADO,** the dream camp boat with convertible seat bunks in open cabin. Remarkably versatile 16′ **HOLIDAY** for camping-cruising-skiing-fishing. Fabulous 16′ **NASSAU** with walk-through seating. Spectacular 14′ **MALIBU,** plushly equipped with two-tone upholstery in step-through cockpit. Rarity 14′ **ADMIRAL,** a twin cockpit sport runabout at utility price. Big 16′ **SKIPPER,** deep, wide-beamed, rough-water fishing boat. For all-around use, 14′ **COMMANDER** and 14′ **KING COMMANDER,** pace setters of American boating, equally versatile for fishing, cruising, or skiing. 12′ **SPORSTER,** a sparkling sport fisherman that turns on a dime. Two lightweight, modified-v bottom boats, 14′ **CORSAIR** and 12′ **CORVETTE,** perfect car top models. And strictly for fishermen, the four sturdy flat bottoms . . . lake-minded 14′ **MARINER** and 12′ **STARFISH** and river-built 14′ **LONG JOHN** and 12′ **LITTLE JOHN.**

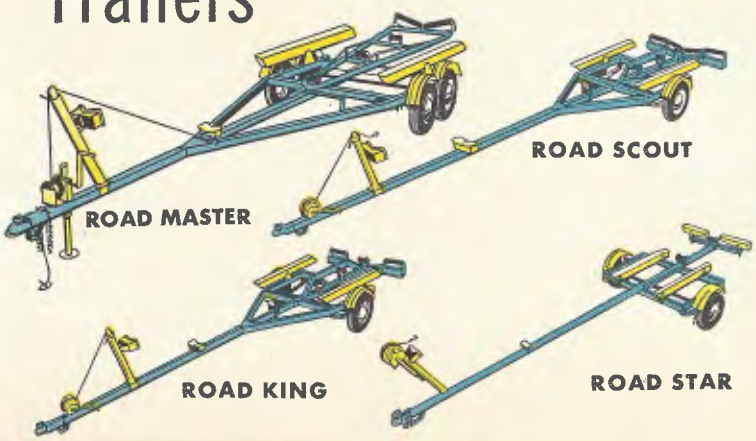
Six rakishly performing Fiberglas models . . . lifetime, one-piece, seamless hulls

Forward-designed 19′ open runabout **BALBOA** and 19′ deluxe cabin cruisette **CARIBBEAN,** both equally smart . . . both equally new in their experience of powder-dry, glass-smooth boating enjoyment. Sensational "sports car of the water," the rocket-like 15′ **METEOR.** Two brand-new wide-transomed lightning bolts, 15′ **CONTINENTAL** super sportster and 15′ **SKYLARK** runabout. And lastly, a value-packed, new economy fishing boat, 14′ **ANGLER.**

Four Smooth-Tracking "Road" Trailers

Lone Star precisely engineers and builds its own trailers for maximum boat protection. Custom-matched to their respective boat models are Lone Star's all-new, "extras"-packed, channel-construction trailers: 19′-23′ **ROAD MASTER;** 16′-18′ **ROAD SCOUT;** 14′-16′ **ROAD KING;** 12′-14′ **ROAD STAR.**

Trailers



Family Boats Give your family not just a vacation, but a lifetime of vacations with one of the **Lifeguard Construction,** family models. designed expressly for new "togetherness" afloat. Shown above are the 23′ **CRUISE LINER** (left) and 18′ **EL DORADO** (right).

Sport Boats Put wings on your spirit . . . and take years from your age . . . with one of Lone Star's **Performance-Designed** sport models. Here, the exciting new 19′ Fiberglas **BALBOA.**

Camp Boats Explore a wonderful, new, world on the water to your heart's content. Wherever your car goes, you can take your Lone Star camper such as the versatile 16′ **HOLIDAY** (above).

Fishing Boats Enjoy a new kind of carefree fishing with your maintenance-free Lone Star fishing model. Finger-tip ease of handling with maximum stability. Above the 14′ **KING COMMANDER.**

Brolite
Z★SPAR

STOCK ONLY 21 COLORS plus black and white

PRODUCE 64 ADDITIONAL COLORS

...including 48 beautiful new pastel tones and 16 striking new 50-50 marine colors!

Your customers choose from the most beautiful selection of marine colors available, including glamorous pastels and modern tones. Yet you stock only 21 standard, sales-proven colors. Three exciting color cards do the trick, backed by national advertising and promotion. It's simple, direct, and very timely . . . get complete information now!

CONTINUOUS PROMOTION

Z-Spar testing samples continue to go out by the thousand and prove to boat owners everywhere that Z-Spar's durability is unmatched. Join the Z-Spar team and profit by the results of inquiries in your area.

ANDREW BROWN COMPANY

FACTORIES 5431 So. District Blvd., Los Angeles 22, Calif.
Irving, Texas Laurel, Maryland
FACTORY WAREHOUSE 1223 East Pike Street, Seattle, Washington

Andrew Brown Company
5431 E South District Blvd.
Los Angeles 22, California

I am a ☐ Dealer ☐ Manufacturer

Please send color cards for the new Showboat Colors and a free test sample of Z-Spar Gloss White Enamel.

Address_____

Name_____

City_____ State_____

More Data No., Andrew Brown 36

CHETEK LAPSTRAKE BOATS *for* '57

Lead the Profit Parade!

Triumphant in every respect is the all-new 1957 Chetek Lapstrake . . . truly the finest expression of time-proven lapstrake construction ever built. Supreme dependability, fidelity of performance and unprecedented luxury earmark every new, **all new** Chetek masterpiece. Your boat-enthusiast customers will delight at Chetek's strong, smooth lapstrake sides, absolutely free from bolt heads, clout nails, or hammer marks. Each lap is precision beveled by machine, and screw fastened with rubber-base adhesive for a perfect and lasting fit. Solid mahogany decks accent Chetek's rugged quality appearance. It's the only lapstrake in the industry with the safer, drier, FLARED TRANSOM! And, the big, wide, roomy Chetek Lapstrake rides smoothly under roughest conditions, ignoring waves and choppy seas. That's right . . . again this year, Chetek boats meet the demands of your market — in design, durability and luxury.

Be sure to see the all new Chetek Lapstrakes and the brilliant 1957 Chetek Strip-built models at the Chicago Boat Show. They'll be in Booth numbers 500 through 517. Write us for details about a franchise.

CHETEK BOATS

CHETEK, WISCONSIN

More Data No., Chetek 37

NEW!

VINYLON

How your trade will go for this! Famous Vinylon — the liquid vinyl plastic waterproofing that has been proved on thousands of boats — now even easier to apply than ordinary paint. No priming, scraping, or sanding — no special caulking. New Vinylon flows on smoothly over any surface — old or new — to form a tough, elastic waterproof coating that never says die, actually stretches up to 200%! In a dazzling rainbow of colors, quarts and gallons. Window streamers, newspaper mats, other sales aids for you.

SURFACE COATING ENGINEERS, INC.
2417 N Burdick St., Kalamazoo, Michigan

NEW VINYLON LOOKS GOOD TO ME!

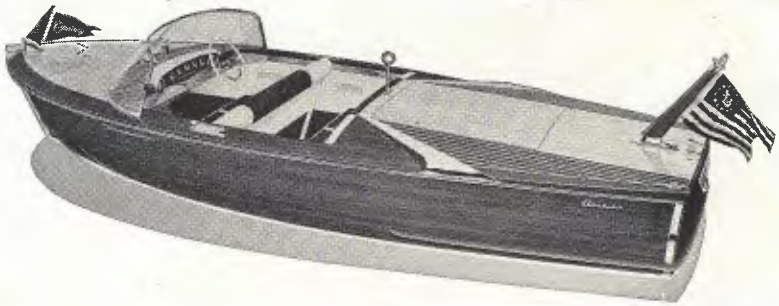
Please send complete information, including details of special offer to the first 2,000 new dealers.

NAME _____

STREET AND NO. _____

CITY _____ STATE _____

☐ Check here if you are distributors reselling to marine dealers.



ARABIAN 18′

CORONADO 21′
With Aircraft-type sliding canopy

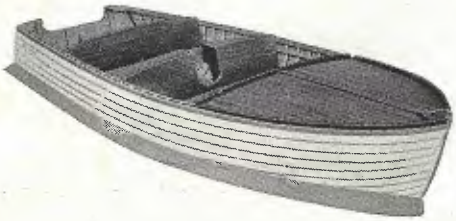
get in the winners circle with

new styling—new power—new models

There's more room in the winner's circle this year . . . more room for new buyers, new dealers, and new Thoroughbreds with greater power and sale-making styling! A greater choice of models with a wider range of prices is bound to multiply sales. Three "good bets" plus eight "sure things" add up to eleven pace-setting Century Thoroughbreds for 1957. The friskiest 15-foot inboard yet produced *at an attention-grabbing price* is the new Colt 15′. The most rugged, fastest, seaworthy and driest off-shore fishing boat ever built is the big Raven 22′. Best selling outboards — the Thoroughbred twins, the black Pinto 15′, and the natural-finished Palomino 15′. And look at the style changes in the Coronado 21′, Arabian 18′ and Resorter 16′!
Write now for details of Century's dealer finance plan.

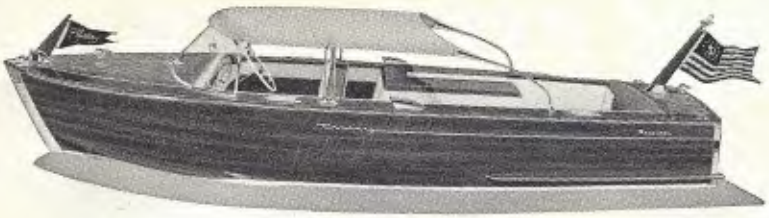
PINTO 15′

PALOMINO 15′

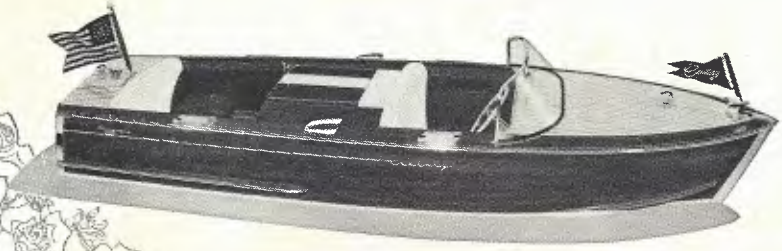


SEAFLYTE 16′

More Data No., Century Boat 39



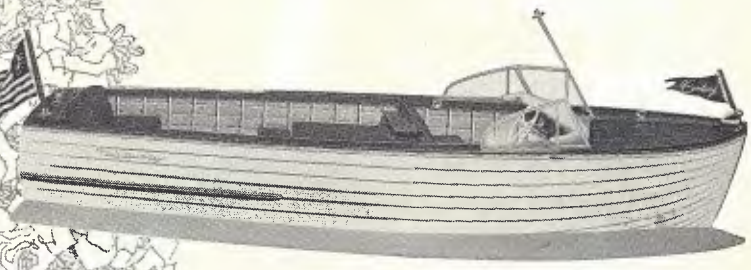
RESORTER 18′



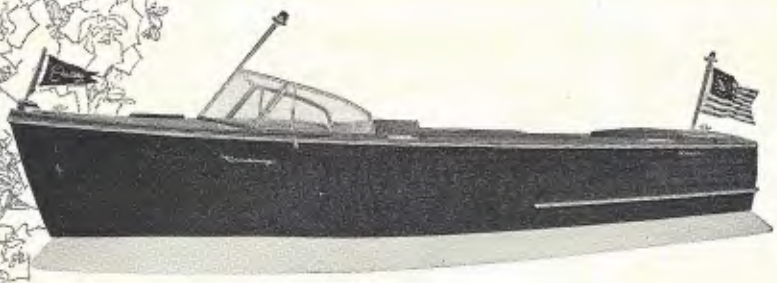
RESORTER 16′

century

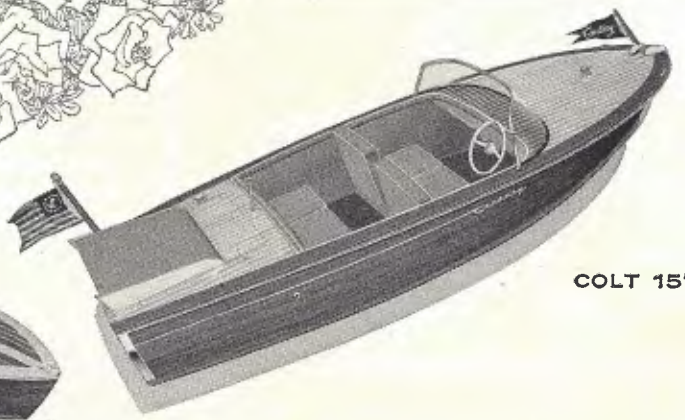
thoroughbreds for 1957



VIKING 19′



RAVEN 22′



COLT 15′

IMPERIAL 14′

CENTURY BOAT COMPANY

box 400, manistee, michigan

More Data No., Century Boat 39

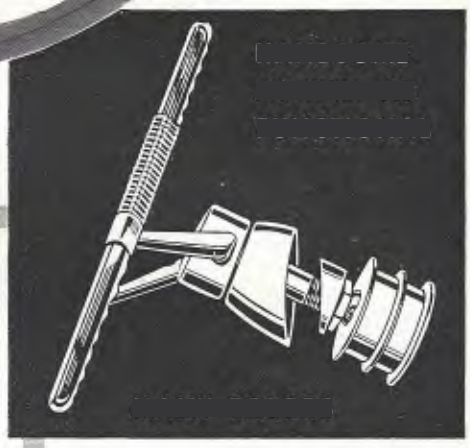
Seagull BOAT FITTINGS

NEW

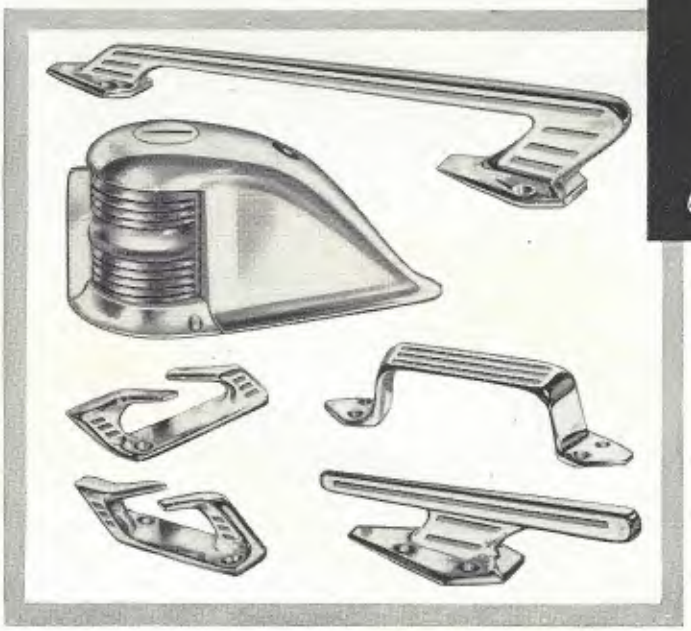
KAINER

NEW KAINER
Seagull STEERERS
complete line

Advance styling . . .
yet engineered for practical installation and rugged use on water. Manufactured by a company with nearly fifty years know how in the boating field.



KAINER Seagull GLEAMING CHROME DECK FITTINGS



Note to Boat Builders and the Trade:

The Kainer Seagull Line is not just a few specialties! **Here is a line of boat equipment *complete*.** A line to make a selection from, chrome on bronze—special aluminum alloy—special chrome on zamak. Many styles and sizes to suit different boat models and at sensible prices. **Please write us for catalogue.**

More Data No., Kainer 40

Get The Best Deal With

BOAT-ARMOR®

BLU SHEEN CLOTH

More Volume With Protected Profits!

THE FIBER GLASS CLOTH DEVELOPED ESPECIALLY FOR BOATS —The market is there, already big and growing fast. Don't miss out on the added volume and profits you can get with BOAT-ARMOR BLU SHEEN. Both you *and* your customers get a better deal.

MANY ADVANTAGES! BLU SHEEN comes in the exact weight for "fiber-glassing" boats. It has a special *Volan* finish that makes it softer, more flexible, and gives a wet strength of practically 100%, insuring a tight bond with the resin and sealing out moisture. Its uniform open weave helps make it easy to form to the shape of the hull.

And Blu Sheen looks like silvery glass with a slight bluish tint. That is its distinctive MARK of QUALITY . . . for your and your customers' protection.

Available in 38", 44", 50", and 60" widths.

DEALER OPPORTUNITY! Because of the BOAT-ARMOR sales policy, the business you build with BLU SHEEN is stable, protected business. You also get the profits from the sale of related materials. Start getting these protected profits now.

Easier To Measure, Too! Now, BLU SHEEN comes with edge markings for every ½ yard length of cloth. No long yard-stick needed, no cumbersome measuring . . . just count the markings as you roll out the cloth. Saves your time, gives customers faster service. Another BOAT-ARMOR extra for dealers!

NEW . . . Low Temperature Accelerator Extends Selling Season

A two to four-hour complete cure even in temperatures from 60 down to 40 degrees is possible with Boat-Armor Improved *Super-Resin plus the* new *Boat-Armor Low Temperature Accelerator now available. Even with inadequate heat, very slow cures can be eliminated. It means that boats can be completely fiber-glassed or other repairs can be made throughout the entire year. It also means a longer season for making profitable extra sales. Write today for complete details.*

GLASS PLASTIC'S OTHER QUALITY PRODUCTS

BOAT-ARMOR Improved Super-Resin
BOAT-ARMOR Titan-Tite Adhesive
BOAT-ARMOR Titan-Tite Repair Kits
BOAT-ARMOR Seam Filler Compound

The BOAT-ARMOR Knight is your assurance of trustworthy Glass Plastic products . . . sold only through dealers to protect your profits.

BOAT-ARMOR®

Glass Plastic Supply Company
333 West Elizabeth Ave. • Linden, N. J.

Glass Plastic Supply Co., Dept. C,
333 W. Elizabeth Ave., Linden, N. J.

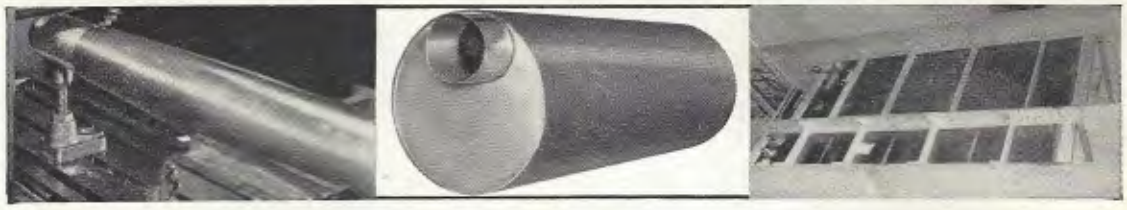
Without obligation, please send information on:

- ☐ BOAT-ARMOR BLU SHEEN Fiber Glass Cloth
- ☐ BOAT-ARMOR Low Temperature Accelerator
- ☐ Complete prices on all BOAT-ARMOR products.

Name_____
Title_____
Company_____
Street_____
City_____ State_____

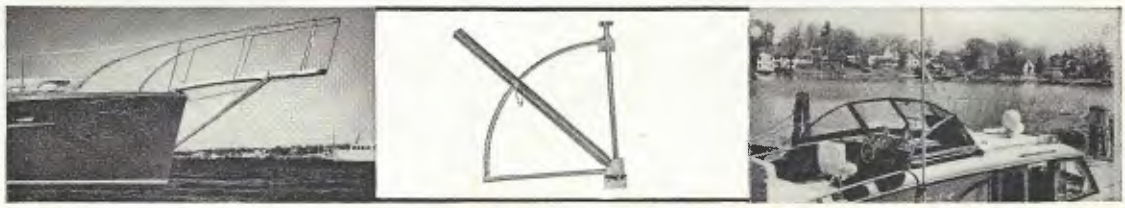
Booths C45 and C46 - Third Floor — National Motor Boat Show — New York Coliseum — January 19-27

More Data No., Glass Plastic 41



Be carefree about propulsion! In boat after boat, Monel shafting prevents trouble by resisting whip . . . wear . . . corrosion . . . breakage. *Monel propeller shafts last longer!* So do Monel pump shafts . . . pumps . . . fuel lines . . . mufflers (center). And so do Monel water and fuel tanks. Line-clogging gums are minimized in a fuel tank made of Monel alloy!

Be carefree about the hull! Planking stays put with Anchorfast nails of Monel! They drive like nails . . . hold like screws. And *last.* Won't discolor paint . . . A "big" fastening job? Frames? Keel? Use Monel nuts, bolts, and washers . . . And another good steer for carefree boating . . . a Monel rudder! Available hollow or solid.



Be carefree on deck! Strength counts in deck equipment...and a Monel swordfish pulpit can take it. Easy to keep bright, too . . . A Monel alloy outrigger pole-holder (center) resists corrosion, won't bind . . . Look for Monel fastenings in radio antennas. Look for Monel alloy in *all kinds* of deck equipment from air scoops to ladders!

Be carefree with Monel accessories! Start with hot water . . . and *no* fuel costs! One Monel heater (left) uses waste heat from your engine's cooling system. And Monel keeps water pure . . . Next, hot food . . . from a Monel stove. Monel galley equipment is easy to keep clean! . . . And to guard against danger from gas fumes, a Monel protected explosive gas detector provides reliable warning.

Jettison troubles for years to come! Sign on Monel for carefree boating!

Going to the Motor Boat Show?

See Monel equipment at the Inco display! Booths #C-118 to 121 New York Coliseum January 19 to 27, 1957

In the hull and in the propulsion system . . . on deck and in accessories . . . Seagoin' Monel reduces upkeep, increases safety.

Monel nickel-copper alloy resists marine corrosion. It's stronger, tougher, and harder than other less corrosion-resisting metals.

Careful skippers agree: for *carefree* boating, it's Monel alloy!

The International Nickel Company, Inc.
67 Wall Street New York 5, N. Y.

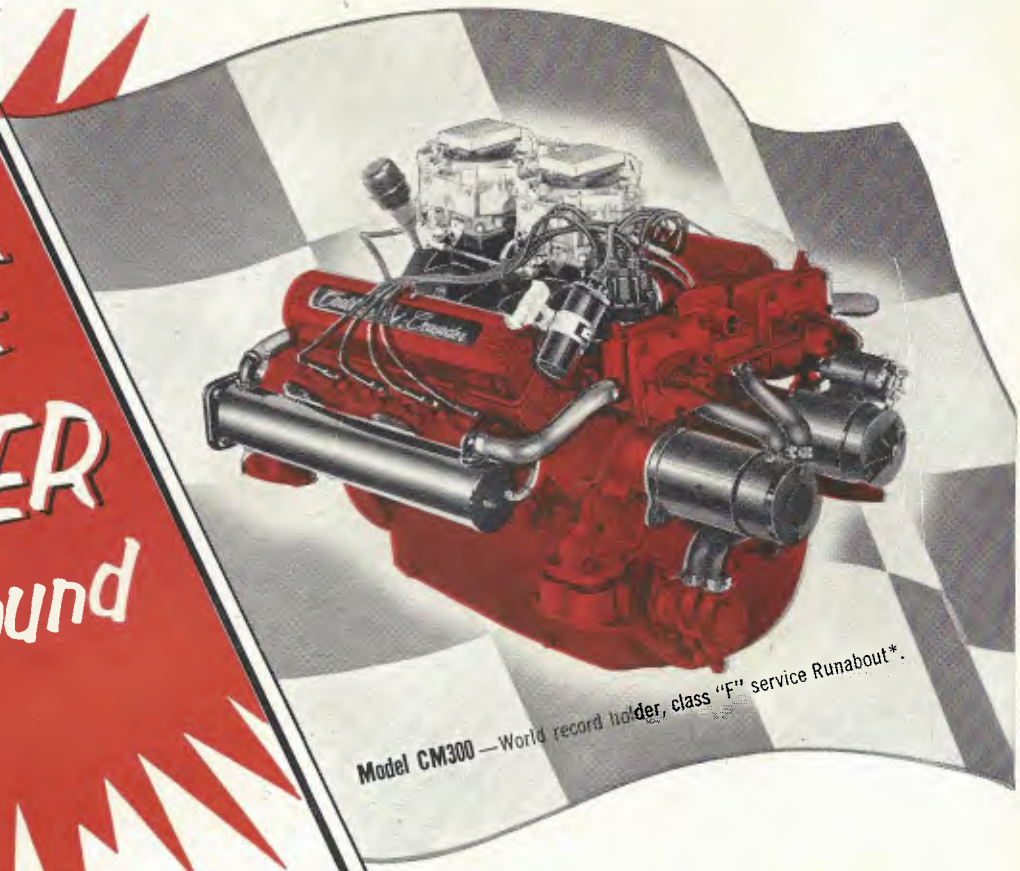
INCO TRADE MARK **Nickel Alloys**

Monel ". . . it's the Seagoin' metal"

Monel, Anchorfast, and Seagoin' are registered trademarks of The International Nickel Company, Inc.

More Data No., International Nickel 42

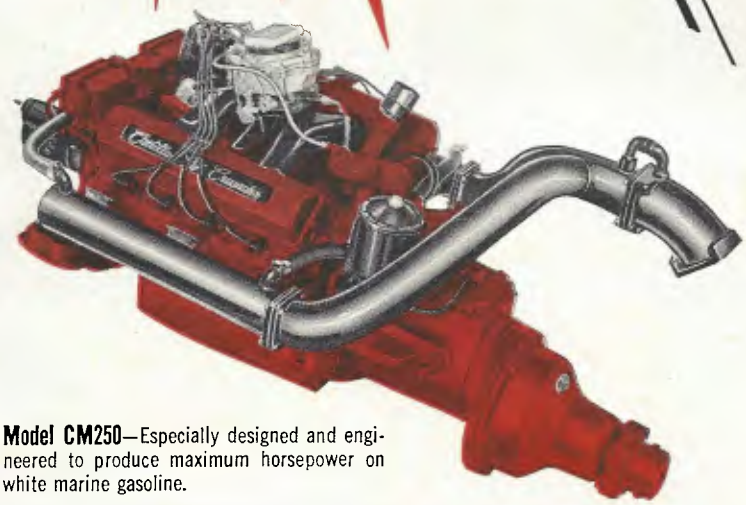
MORE POWER per pound



Model CM300—World record holder, class "F" service Runabout*.

MARINE ENGINE

- ***World Record Holder, Class "F" straightaway measured mile; APBA sanction. Howard Abbey—owner-driver—59.8 miles per hour.**
- ***World Record Holder—Class "F" competition APBA sanction. Howard Hibbert—driver—51.8 miles per hour.**
- Winner—over all—Around Miami Beach Race, 1954.
- Winner—over all—Miami Orange Bowl Regatta; 9 hour Grand Prix of Endurance, 1954.
- Winner—over all—Gold Coast Marathon, 1955.
- Winner—Class III—Around Miami Beach Race, 1955.
- Winner—Class III—Gold Coast Marathon, 1956.



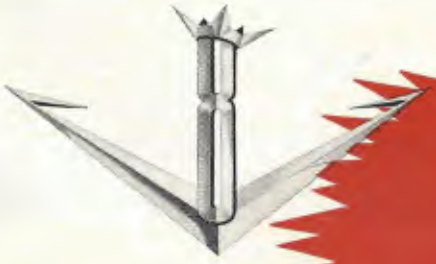
Model CM250—Especially designed and engineered to produce maximum horsepower on white marine gasoline.

Engineered years ahead of competition. Cadillac Crusader incorporates the latest improvements in internal combustion engines, resulting in unequalled weight per horsepower ratio; dependability and economy.

Powered by Cadillac Crusader you get instant response, electrifying acceleration and unmatched speed at continuous cruising operation.

First choice of leading boat manufacturers to achieve maximum performance for the world's fastest production hulls.

World's oldest manufacturer of modern overhead valve V-8 marine engines.



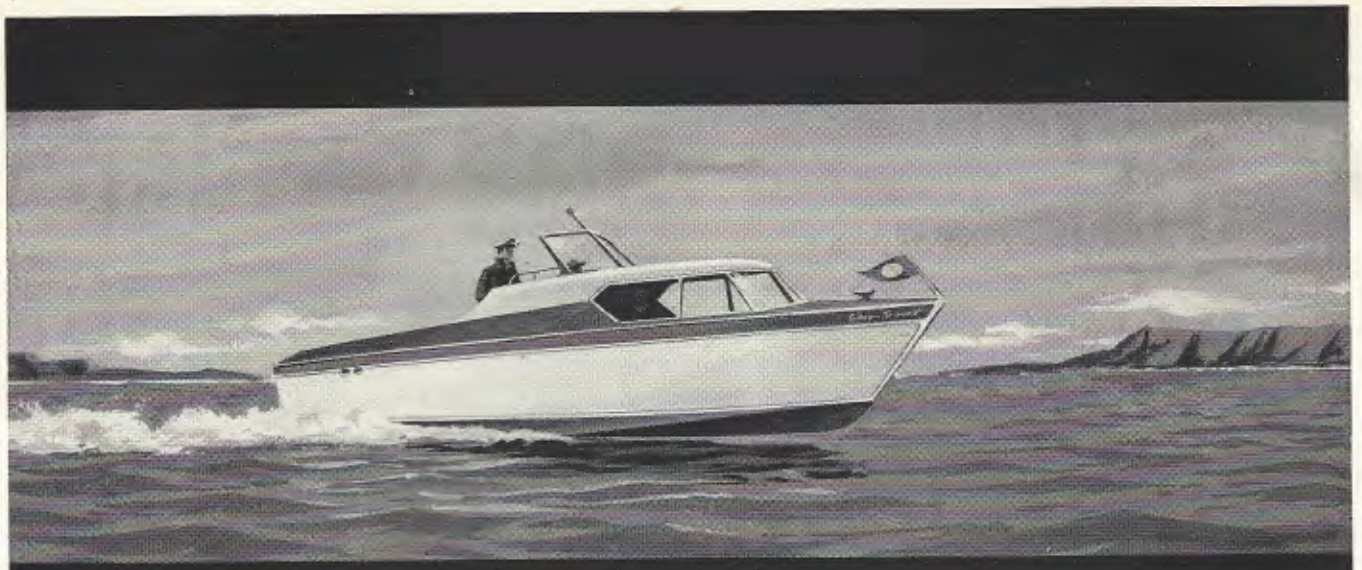
Cadillac Crusader

25140 EASY STREET • ROSEVILLE, MICHIGAN

Write for illustrated brochure and technical data

See our display at the National Boat Show, New York City, January 19-27, 1957, Booths B59 and 60.

More Data No., Cadillac Crusader 43



OR WORKBOAT

BJ M

BJ Marine Bearings are available in sizes to fit standard shafts from ¾" to 4⅛" diameter.

Quieter, smoother operation... longer life for shaft and bearing... important savings in repair time and money... these are the basic benefits of BJ Marine Bearings.

Your propeller shaft actually spins on a lubricating film of water. Friction is minimized... there's less power loss... less noise and vibration... and amazing resistance to abrasives in water.

Next time... specify BJ Marine Bearings and buy better bearing performance!

MARINE BEARINGS

A BORG-WARNER PRODUCT

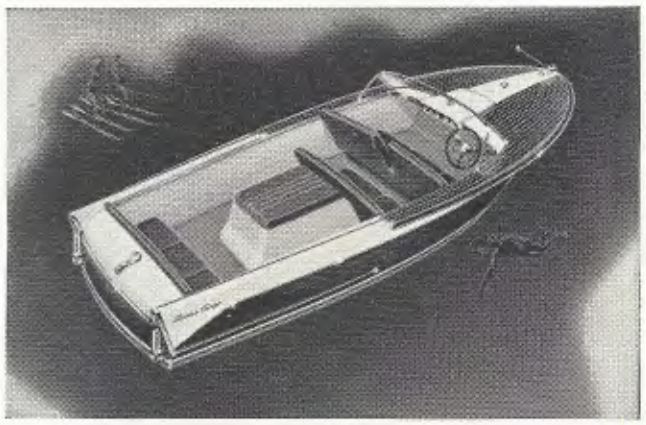
P.O. BOX 2493 TERMINAL ANNEX • LOS ANGELES 54, CALIFORNIA

Visit BJ Booth D-114 — National Motor Boat Show
Visit BJ Booth 738 — Chicago National Boat Show
More Data No., Byron Jackson 44

CHRIS-CRAFT *for* '57

the standard of value for fine motor boats the world over

55-ft. Constellation. Classic beauty, with sleeping accommodations for ten. Huge deck area for entertaining. Choose from twin-engine power to 600 hp; speeds to 25 mph.



21-ft. Continental. Smooth and fast, with luxuriously appointed interior. Fresh new styling and design. Seats 6. Choose from engines to 300 hp for speeds to 45 mph.

42-ft. Corsair. Sleeping accommodations for 8. Engines to 500 hp; speeds to 25 mph.

35-ft. Constellation 4- or 6-sleeper. Twin-engine options to 350 hp; speeds to 30 mph.

33-ft. Futura is a 4-sleeper. Choose from twin engine power to 500 hp; speeds to 34 mph.

28-ft. Sedan with Flying Bridge, sleeps 4. Engine options to 175 hp; speeds to 30 mph.

19-ft. Capri. Richly upholstered cockpit seats 6. Engines to 131 hp; speeds to 38 mph.

17-ft. Sportsman. Outstanding performer. Engines to 131 hp; speeds to 36 mph.

New Sea Skiffs. 18-ft. to 40-ft.; open, fly-bridge, and semi-enclosed cruiser models.

New Cavalier Boats. 15-ft. to 22-ft. Utilities, runabouts, cruisers; outboards, inboards.

New Boat Kits. 8-ft. to 22-ft. Sports utilities, runabouts, cruisers; outboards, inboards.

Chris★Craft

CHRIS-CRAFT CORPORATION, ALGONAC, MICHIGAN

MOTOR BOATS • MARINE ENGINES • BOAT KITS
SEA SKIFFS • CAVALIER BOATS

WORLD'S LARGEST BUILDERS OF MOTOR BOATS

DEALERS: Separate franchises for Chris-Craft Boats, Sea Skiffs, Boat Kits, and Cavalier Boats are available in selected territories. Mail coupon today.

Chris-Craft Corporation, Algonac, Michigan, U.S.A.

Please send me complete franchise information on the following:

☐ Boats ☐ Sea Skiffs
☐ Boat Kits ☐ Cavalier Boats

Name _____

Address _____

City _____

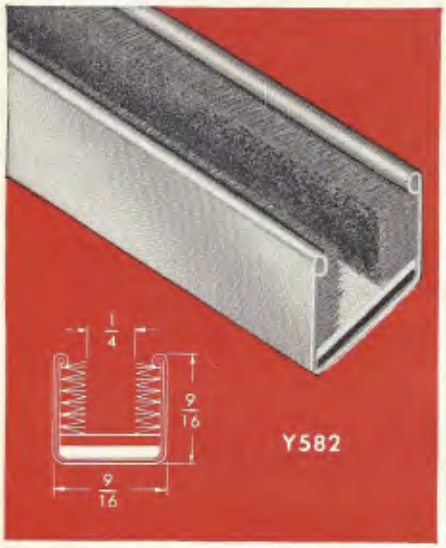
Country _____

More Data No., Chris-Craft 45

Big profits in full line StanPro Marine

PART Y577

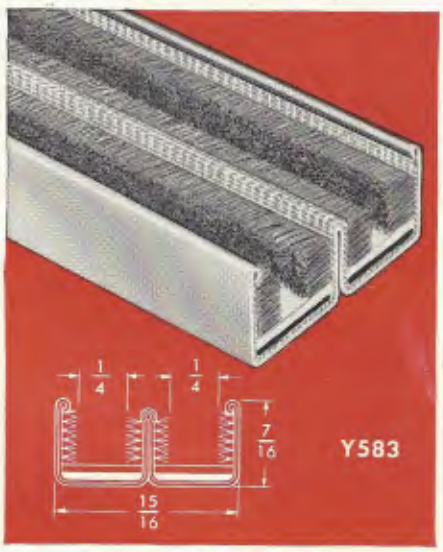
Whatever you require in the way of channel for sliding windows (in single glass or double channel for parallel sliding windows) StanPro has it for any size or type of boat. All are stainless steel . . . can't corrode; leakproof and trouble-free. Most sensational is our new Y 577 StanPro Channel* (as illustrated). Its exclusive nylon bottom lining insures finger-tip sliding. List price $1.00 per foot. Standard length 96 inches.



SINGLE RIGID CHANNEL*

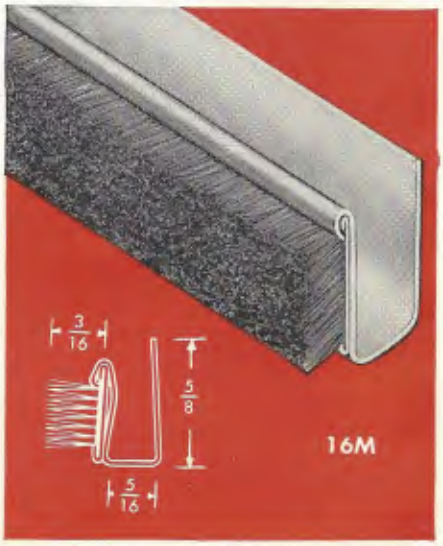
The close-packed wool pile fabric lining provides a heavy cushion as well as a weather-tight fit. For ease of sliding and long life, bottom is lined with a heavy-gauge nylon strip. List price $.90 per foot. Standard length 96 inches.

*Patent Pending



DOUBLE RIGID CHANNEL*

Same high-quality material as the Single Rigid Channel, our Y 583 is designed for double sliding windows. The pile fabric lining repels moisture and the nylon strip restricts abrasion. List price $1.40 per foot. Standard length 96 inches.

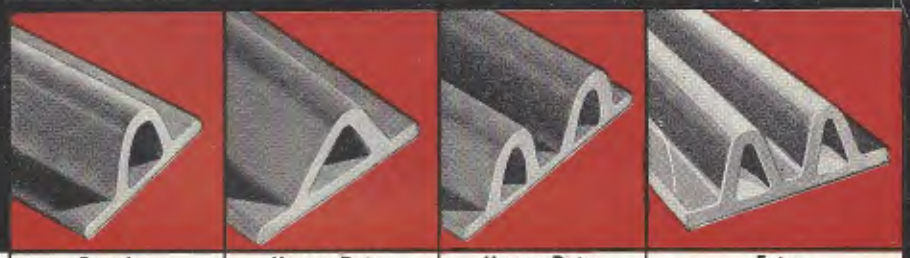


EDGE CHANNEL

This is used for positive seal between a stationary pane and a sliding pane or between two sliding panes. Same dependable StanPro quality construction and material throughout. List price $.90 per foot. Standard length 96 inches.

See you at the National Boat Show New York Coliseum Booth D-71

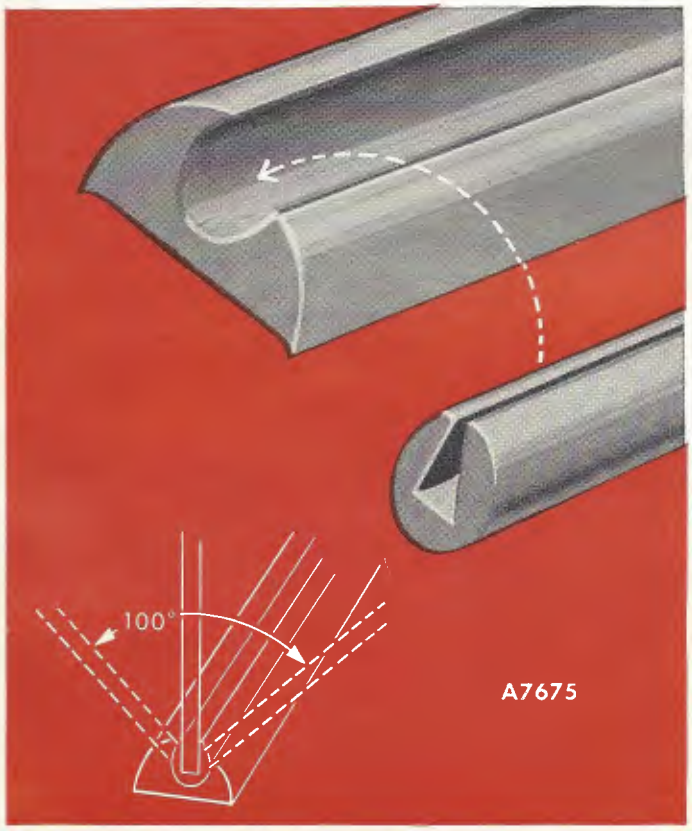
# of Products



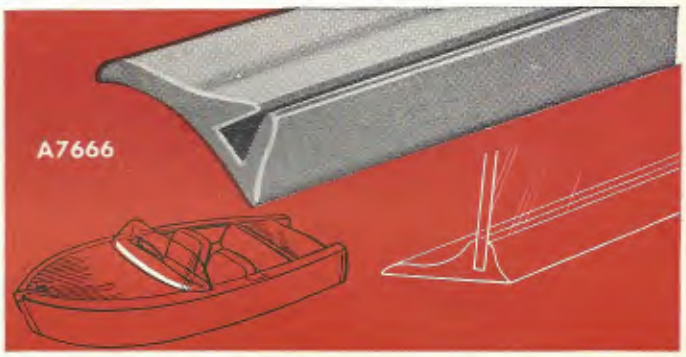
Type	Regular Single	Heavy-Duty Single	Heavy-Duty Double	Extra Heavy
Part No.	A 4973	A 4940	A 4908	A 7670
List price per ft.	$.75	$1.25	$1.50	$3.00

Factory package 50 feet

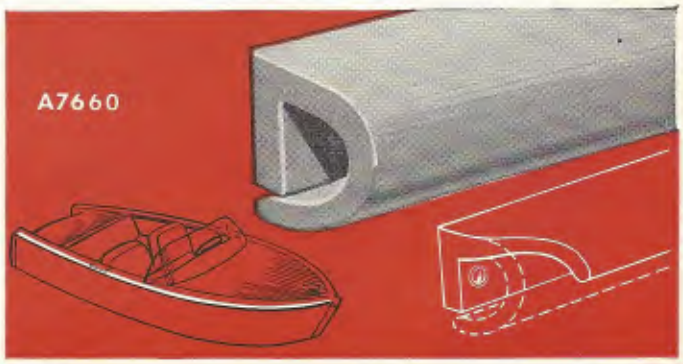
Additional profits in these NEW STANPRO products



WINDSHIELD RUBBER CHANNEL ASSEMBLY* designed for the new wrap-around windshield. List price $.70 per foot, which includes *both parts*. Factory package 100 feet.



MARINE WINDSHIELD RUBBER SEAL designed for curved or flat-angled windshields. List price $.30 per foot. Factory package 100 feet.



GUNWALE GUARD designed for any small craft, or edges of sectional docks. List price $.65 per foot. Factory package 100 feet.

The Standard Products Co.

PORT CLINTON, OHIO

You are selling SAFETY when you sell MARSCOT.

Nationally popular Wood Pussy in fiberglass.

NEW FIBERGLASS PROFIT MAKERS

NOW AVAILABLE TO DEALERS

Sell to . . .

YACHT CLUBS
CITY AND CIVIC GROUPS
SCHOOLS
CAMPS

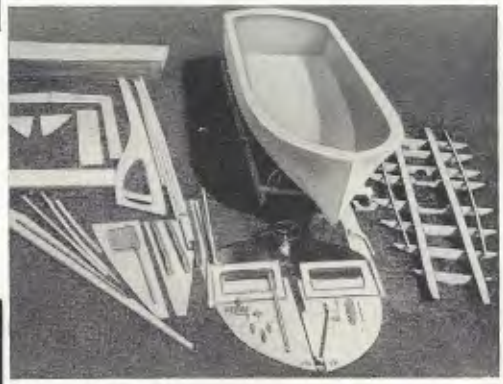
14′ Puffin — America's newest, safest Junior Sailer.

15½′ Outboard

22′ Day Boat

MARSCOT PLASTICS, INC.

MARSCOT fiberglas SHAPES AND KITS



GAIN FULL PROFITS of CUSTOM FINISH WORK

Marscot offers one of the best selection of fiberglas kit boats plus all the construction essentials. You can buy complete hull shapes or kits constructed by our famous one piece fiberglas vacuum-match mold method, with or without clamps installed. They will never leak and can be finished up fast with standard tools. Before you buy any boat ask how she's built and what goes into her — we know we're safe when everything is compared. Low transportation costs and terrifically attractive discounts allow you amazing profit possibilities. Write for the complete story, what's supplied — various degrees of completion and quantity discounts.

UP TO 30% TRADE DISCOUNT

Here are 10 REASONS *why* you'll profit more with the NEW MARSCOT Dinghy Line

1. The only round bottom, one piece fiberglas dink available—free from bonding or sectional weakness found in other makes.
2. Eight foot long, four foot wide with over 1,000 lbs. carrying capacity. Three good size thwarts.
3. Round bottom gives extra stability — ample free board, safe, with built in styrofoam flotation.
4. Available in a choice af impregnated colors plus white.
5. One piece socony fenders around gunnels, pratects topsides and canvas when carried aboard upside down.
6. All bright work mahogany finished.
7. Rowing Model has four oar locks and outboard bracket.
8. Sailing Model, ready to go, has Spars, Dacron Sails, rudder, dagger board, many ather features.
9. Pre-sold for you with National Advertising.
10. LOWEST LIST PRICE ON THE MARKET.
    $196.00 for Rowing Model — $375.00 for Sailing Model

PALMER SCOTT BOATS BY

More Data No., Marscot Plastics 48

Do as the Builders of BETTER BOATS for

- BETTER PRESERVATION
- SMARTER APPEARANCE
- GREATER PRIDE IN YOUR BOAT

Illustrated are but a few of the many fine boats on which Dolfinite* products are used in original production.

DO IT RIGHT WITH DOLFINITE*

MARINE PAINTS
VARNISHES
ENAMELS
SEAM & BEDDING COMPOUNDS

Sold through dealers everywhere

FREE!

Brochure on all types of craft with detail sketches, marine product description, and proper application. Send for copies today.

THE DOLPHIN* PAINT & VARNISH CO.
"Since 1885"
900 LOCUST STREET — TOLEDO 3, OHIO

☐ Please send full information on Dolfinite* marine products.
☐ Please send free brochure with detail sketches.

NAME _____

ADDRESS _____

CITY & STATE _____

I am a ☐ boat owner, ☐ boat builder, ☐ marine dealer, ☐ yard operator.

**Trademarks Reg. U.S. Pat. Off.*

More Data No., Dolphin Paint 49

the ALL-AMERICAN TEAM

first again in '57

for Dealer Profits . . . Customer Satisfaction

Ta-pat-co

#216 MOTOR BOAT JACKET
(Coast Guard Approved)

#325 SCOTCH PLAID CUSHION
(Coast Guard Approved)

#215 WATER SKIPPER

#1156
MOTOR COVER

#455
THE HIGHLANDER

#119 STAY-A-FLOAT

#792 DELUXE YACHT CAP

#332 EMBOSSED CUSHION
(Coast Guard Approved)

#209 RACING VEST

#235 WATER SKI BELT

#326 SIGNAL FLAG CUSHION
(Coast Guard Approved)

CUMBERLAND

#1470 FISHING PANTS

#1759 SHELL AND GAME VEST

#1367 FISHING VEST

#1549 SNO CAP CREEL

#1762 SHELL VEST

#1860 HUNTING PANTS

#1579 FISHING CREEL

#740 FISHING CAP

#1657 HUNTING COAT

#771 HUNTING CAP

#1559 HANDY ANDY

Ta-pat-co
"You can't buy better... to save your life"

THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio
Fairfield, Calif. • Trenton, N. J. • New Orleans, La.
In Canada: Magog, Quebec

More Data No., American Pad 50

America's quality boat trailer

the

little dude

for '57

For 13 and 14 foot boats

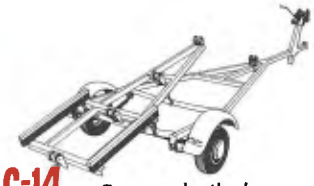
Dollar for dollar, the finest transportation anywhere for popular-sized craft. Four models to choose from in this size group.

B-14

Rugged line leader, features "Rocking Boom" gravity-action cradle for easy loading. Available with 8-inch or 12-inch wheels.

BD-14 Popular economy workhorse, best low-cost transportation. Elliptical springs, rubber rollers, extra support. Available in 8-inch or 12-inch wheels.

A-14 Deluxe leader of '57 line. Excellent for lightweight rigs. Features "Rocking Boom." Available with 8-inch or 12-inch wheels.



C-14 Custom-built heavy-duty model. Special broad-built frame for extra-wide craft. Features "Rocking Boom." Available in 8-inch or 12-inch wheels.

Consult This Chart to Determine Correct Trailer

Model	Tire Size	Load Cap.	Max. Lh. of Boat	Ship. Wt.	Trailer Tread	Beam
BD-14	400x8	750	14′	215	54″	64″
A-14	400x8	600	14′	225	54″	64″
B-14	400x8	800	14′	260	56″	72″
C-14	400x8	1000	14′	270	60″	80″

DEMOUNTABLE WHEELS ARE STANDARD EQUIPMENT ON ALL

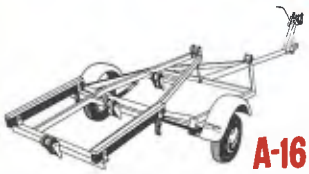
For 15 and 16 foot boats

Choose from five outstanding models in this size range. All engineered for long, tough wear, with special care given to "foam-rubber ride" for boats.

C-16 Heavy-duty deluxe model for 16-foot boats. Special broad frame to handle wide craft. Features "Rocking Boom". Available 8-inch, 9-inch or 12-inch wheels.

Consult This Chart to Determine Correct Trailer

Model	Tire Size	Load Cap.	Max. Lh. of Boat	Ship. Wt.	Trailer Tread	Beam
A-16	400x8	600	16′	245	54″	64″
B-16	400x8	800	16′	320	56″	72″
C-16	400x8	1000	16′	330	60″	80″
D-16	4-ply, 600x9	1500	16′	390	68″	Over 80″
BT-16	550x8	2000	16′	525	68″	Over 80″

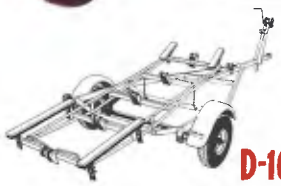


A-16

Deluxe trailer for the lightweight 16-footer. Features "Rocking Boom" cradle for easy handling. Available 8-inch or 12-inch wheels. Extra support.

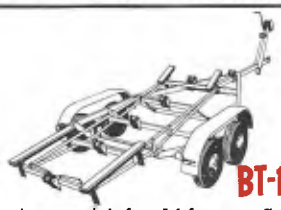
B-16

Deluxe model for slightly larger boats. Features "Rocking Baom" cradle for easy handling. Available with 8-inch, 9-inch or 12-inch wheels. Extra support.



D-16

Special heavy-duty model for 16-footers. Built for extra-wide boats. Can handle 1500 lb. load capacity. Features "Rocking Boom". Has 600 x 9 four ply tires.



BT-16

Tandem model for 16-footers. Four 550 x 8 tires give extra traction in sandy or marshy areas. Features "Rocking Boom", easy-action winch and pulley for cranking boat on and off trailer. 318 square inches of foam-rubber support for hull and transom

the new little dude for '57

Little Dude engineers have done it again; they've reached a new high in engineering achievement. For the larger boats and the heavier motors so popular today, it's the new Little Dude for '57. She's built like Gibraltar for rugged action . . . yet her foam-rubber ride is as gentle as a feather to tender hulls. She's the easiest boat trailer in America to load and unload (for one person, mind you!), and her lines are as smart and sleek as Miss America. She's the jeweled companion every fine boat deserves . . . she's Little Dude for '57.

AMAZING "ROCKING BOOM"

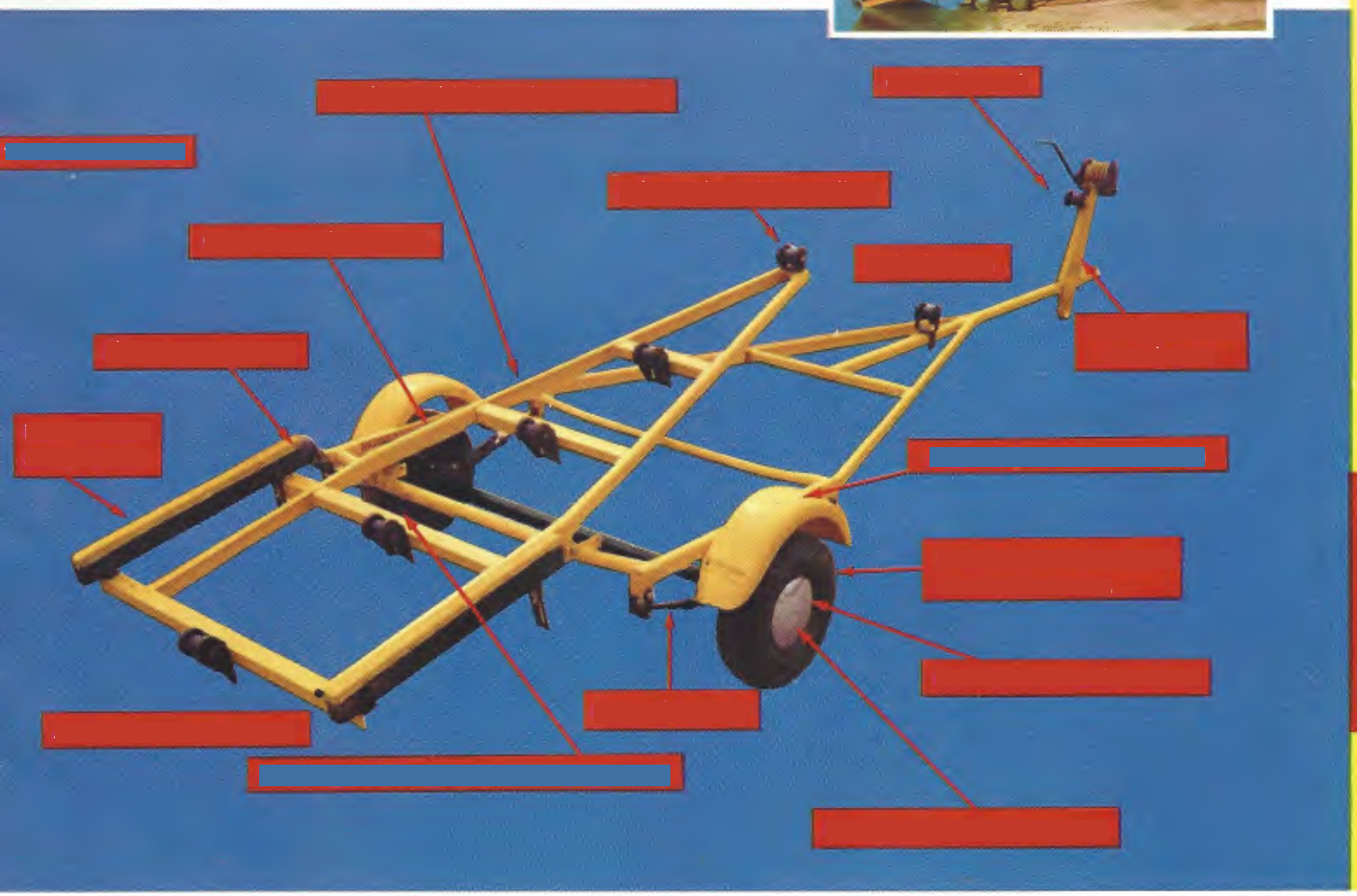
ONLY Little Dude gives you the Original "Rocking Boom" . . . often imitated, but never duplicated! That's the "Rocking Boom" gravity-action loading cradle. It's the amazing feature that changed an industry . . . the feature that allows one person to load or unload a boat without getting wheels wet.

NEW FOAM-RUBBER RIDE

Now boat hulls are safer than ever on Little Dude. New laminated foam-rubber supports give every boat "baby" protection.

STORE YOUR BOAT SAFELY

Never a winter boat-storage problem with Little Dude's specially designed no-warp bed, topped with foam-rubber shock blocks.



For 14 to 21 foot INBOARDS

Specially-designed models to fit many inboards up to 3,000 pounds. Double-tough construction for extra strength, plus every deluxe feature.

IC-14 Deluxe model for inboards. Features "Rocking Boom" for easy loading. Available with 8-inch, 9-inch or 12-inch wheels. Foam-rubber ride.

IC-16 Deluxe trailer for average 16-foot inboards.

ID-16 ID-18 ID-21

Heavy-duty trailers for extra-wide inboards. Series can handle anything up to 3000-lb capacity. "Rocking Boom" cradle, foam-rubber ride.

IBT-16 IBT-18 IBT-21

Heavy-duty tandems for inboards. Built to handle most boats. Features "Rocking Boom," extra support throughout. 550 x 8 tires.

Consult This Chart to Determine Correct Trailer

Model	Tire Size	Load Cap.	Max. Lh. of Boat	Ship. Wt.	Trailer Tread	Beam
IC-14	400x8	1000	14′	270	60″	80″
IC-16	400x8	1000	16′	330	60″	80″
ID-16	4-ply, 600x9	1500	16′	390	68″	Over 80″
ID-18	6-ply, 600x9	1750	18′	475	68″	Over 80″
ID-21	700x10	3000	21′	750	76″	Over 80″
IBT-16	550x8	2000	16′	525	68″	Over 80″
IBT-18	550x8	2250	18′	565	68″	Over 80″
IBT-21	550x8	2500	21′	625	68″	Over 80″

Special equipment is available for most Little Dude models at slightly extra cost. Electric brakes are standard on Model D-21, optional as special equipment on D-16 and D-18 models.

Arkansas Traveler (Model UT) A complete Little Dude trailer with a specially designed boom to handle the Arkansas Traveler boat.

Trojan Built to fit the Trojan boat, the boom is mounted on Little Dude's standard frame, comes complete with the top quality construction of a Little Dude Trailer.

Standard for any keel up to 2 inches wide.

For wide-keel boats up to 5 inches, such as Owens 21.

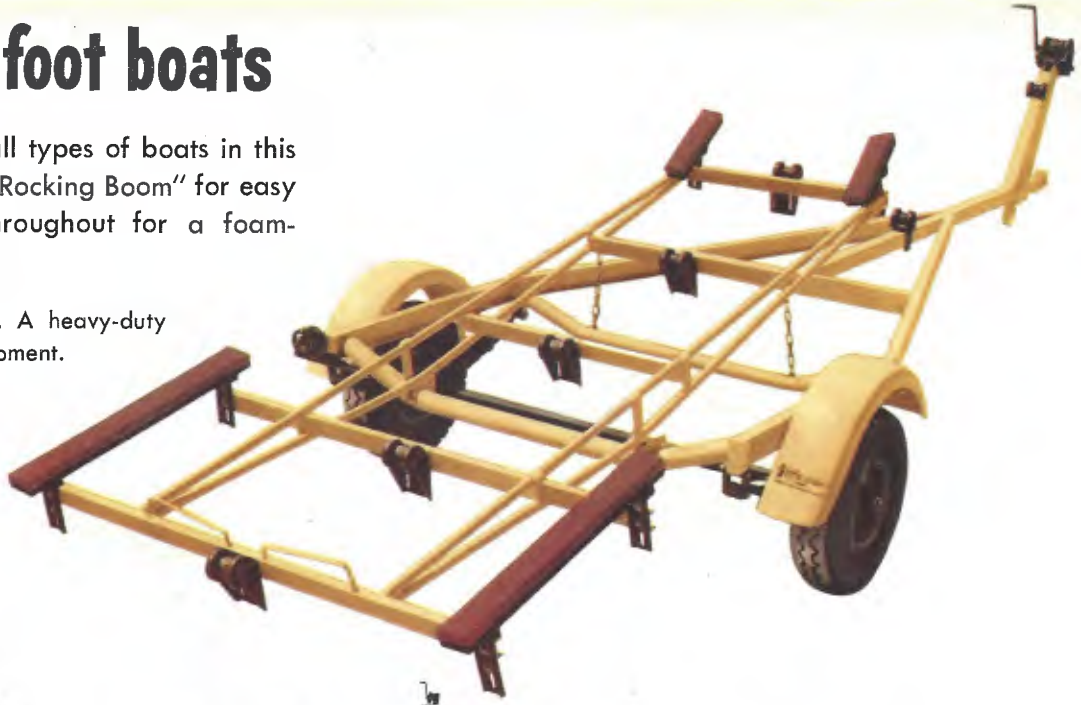
For Trojan and any other boats without outer center keel.

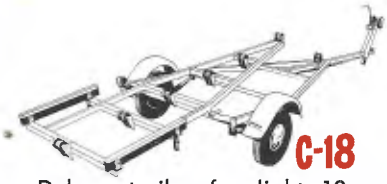
IMPORTANT! When ordering, be sure to specify length, beam, weight and type keel of boat.

For 17 and 18 foot boats

Deluxe equipment to suit all types of boats in this range. All models feature "Rocking Boom" for easy loading. Extra support throughout for a foam-rubber ride.

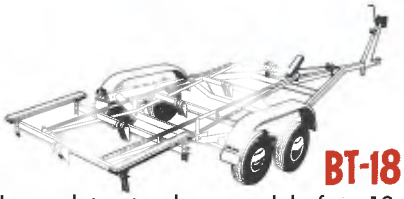
D-18 Built for wide 18-footers. A heavy-duty workhorse with all deluxe equipment. Features "Rocking Boom" for easy loading. 600 x 9 six-ply tires. 318 square inches of foam-rubber support for hull and transom.





C-18

Deluxe trailer for light 18-footers. Features "Rocking Boom" cradle, 550 x 8 tires, extra foam-rubber hull support.



BT-18

Heavy-duty tandem model for 18-footers. Four 550 x 8 tires give extra traction. Frame can handle extra-wide boats. 318 square inches of foam-rubber support for hull and transom.

Consult This Chart to Determine Correct Trailer

Model	Tire Size	Load Cap.	Max. Lh. of Boat	Ship. Wt.	Trailer Tread	Beam
C-18	550x8	1200	18′	355	60″	80″
D-18	4-ply, 600x9	1400	18′	475	68″	Over 80″
	6-ply, 600x9	1750				
BT-18	550x8	2250	18′	565	68″	Over 80″

STORE YOUR BOAT SAFELY ALL WINTER LONG ON A LITTLE DUDE BOAT TRAILER!

For 19 to 22 foot boats Stout but gentle.

That's Little Dude's models for the hefty craft. Extra strength throughout, plus features to make handling easier than ever.

BT-21 Tandem heavyweight of the line. Built to handle 21- and 22-foot outboards. Features "Rocking Boom." Easy-action winch and pulley cranks boat on and off trailer. 318 square inches of foam-rubber support for hull and transom.

D-21

ELECTRIC BRAKE MODEL*

Heavyweight king of '57. Special built for extra heavy, extra-wide boats. Features "Rocking Boom," 700 x 10 tires. Over 300 square inches of foam-rubber support throughout. Handles 3000-lb. capacity. Electric Brakes standard equipment.

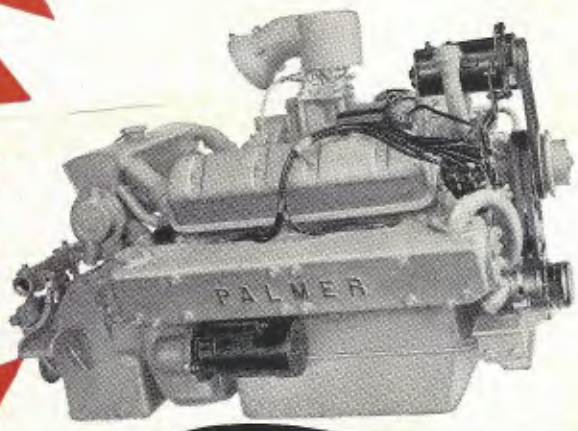
*Electric brakes available as optional equipment on 16- and 18-foot D models.

Consult This Chart to Determine Correct Trailer

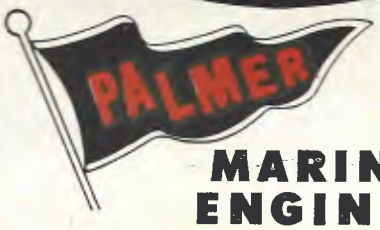
Model	Tire Size	Load Cap.	Max. Lh. of Boat	Ship. Wt.	Trailer Tread	Beam
D-21	700x10	3000	21′	750	76″	Over 80″
BT-21	550x8	2500	21′	625	68″	Over 80″

LITTLE DUDE TRAILER CO., INC. BOX 4513 FORT WORTH, TEXAS

ANNOUNCING THE ULTIMATE IN V-8 POWER



TWO NEW PALMER V-8 ENGINES



MARINE ENGINES

PALMER MODEL BH-25 6 H.P. at 2500 R.P.M.	$395
PALMER MODEL IH-60 22 H.P. at 3000 R.P.M.	595
PALMER MODEL PH-134 60 H.P. at 3200 R.P.M.	775
PALMER MODEL IH-240 115 H.P. at 3400 R.P.M.	950
PALMER MODEL IH-264 125 H.P. at 3400 R.P.M.	1,025
PALMER MODEL IH-308 145 H.P. at 3400 R.P.M.	1,250
PALMER MODEL IH-V401 225 H.P. at 3600 R.P.M.	2,875
PALMER MODEL IH-V461 250 H.P. at 3600 R.P.M.	3,250

Prices F.O.B. Factory

I.H. indicates Palmer Engines made from International Harvester Blocks. They can be serviced anywhere in the world.

225 HP AND 250 HP AT USABLE SPEEDS

They are based on the International Harvester V-8 engine that created such a sensation in the trucking field. These engines represent thousands of man-hours in the International Harvester laboratories over a period of seven years, and more than two years of actual commercial testing. They have far greater displacement than any other V-8 marine engines on the market today. They will cruise easily at your present "wide open" speed, yet have tremendous reserve power. Fresh water cooling and hydraulic reverse are standard equipment without extra cost. Send for booklet, "PALMER MARINE ENGINES FOR 1957".

PALMER MARINE ENGINES

SEE THEM AT THE MOTOR BOAT SHOW

THE PALMER ENGINE CO., COS COB, CONN., U. S. A.

More Data No., Palmer 52

michigan marine company has

GUARANTEED

PROTECTED FRANCHISE

TERRITORIES OPEN

exclusive michigan distributor for:

OLIVER OUTBOARD MOTORS
6, 16, 35 H.P.

SHELL LAKE
FIBERGLAS BOATS
Outboard Cruisers
and Runabouts

DEXTER
BOAT TRAILERS
A trailer to fit every boat

PLAZA CRAFT
ALUMINUM BOATS
Utility, Runabout
and House Boats

also distributors of:

Michigan Wheel Propellers
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Jervis Outboard Hardware
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Gullflite Water Skis
Woolsey Marine Paints and Finishes
Lake Motor Carts
Foote Trailer Hitches
Lafayette Marine Accessories
Madison Ski Tows
Champion Spark Plugs
Smoker Oars and Paddles
And many other nationally advertised lines

STRICTLY WHOLESALE – We sell only to dealers

NEW DEALERS WANTED!

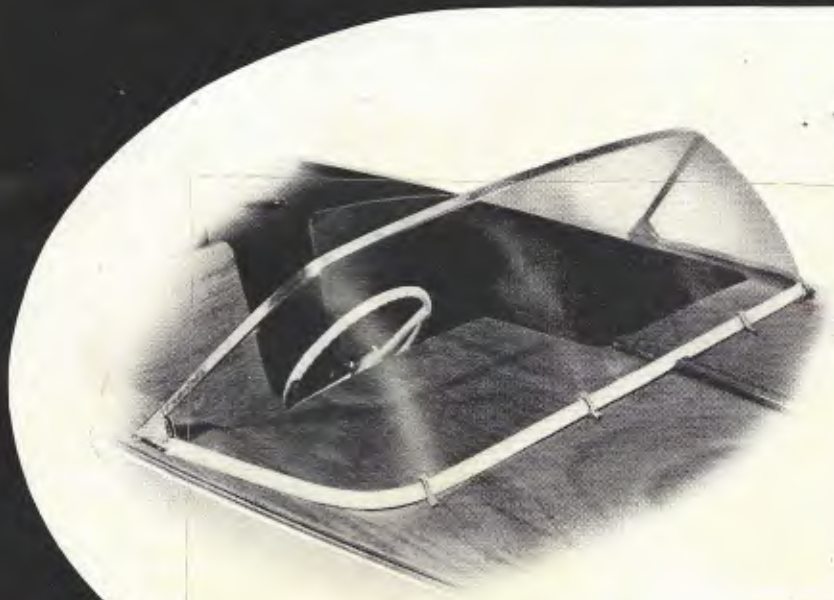
Phone or Write for FREE CATALOG

Address:
745 Vine Street
Lansing, Michigan

Phone:
Ivanhoe 4-93-18 or
Ivanhoe 2-19-00

More Data No., Michigan Marine 53

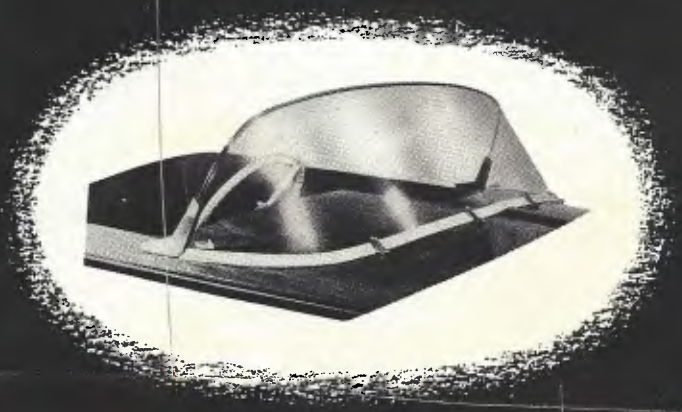
AQUA-DYNAMIC!



SPEEDSHIELD

The Windshield of Tomorrow —TODAY! Strong, sparkling METAL FRAME—New, Airflyte Deck Hardware.

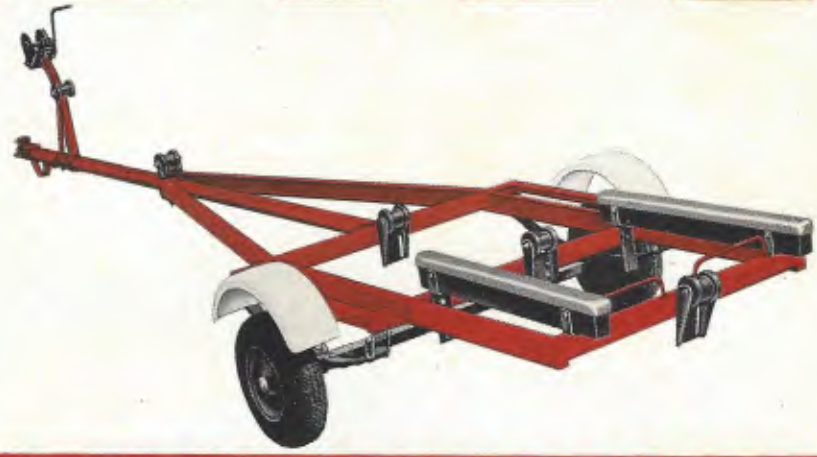
from **$61.75**



Sell the LINE that PEOPLE ASK FOR! Keyed to the major demand, engineered for modern style, carefully manufactured of finest materials and PRICED FOR YOUR PROFIT! Write for your FULL COLOR complete catalog today.

More Data No., Nelson Taylor 56

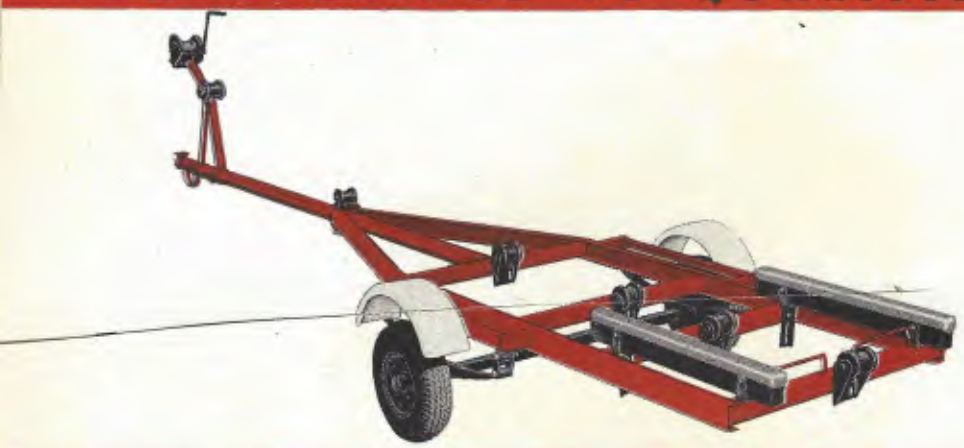
IMPE



IMPERIAL 14

For all boats thru 14-footers. 800-lb. load capacity, available with 400x8, 550 x 8 and 400 x 12 wheel sizes. "Tilting Bed" allows one-man loading. Shock-absorbing foam rubber boat supports. Sturdy welded steel construction. Extra transom support at critical points. Rubber rollers. Imperial red and cream.

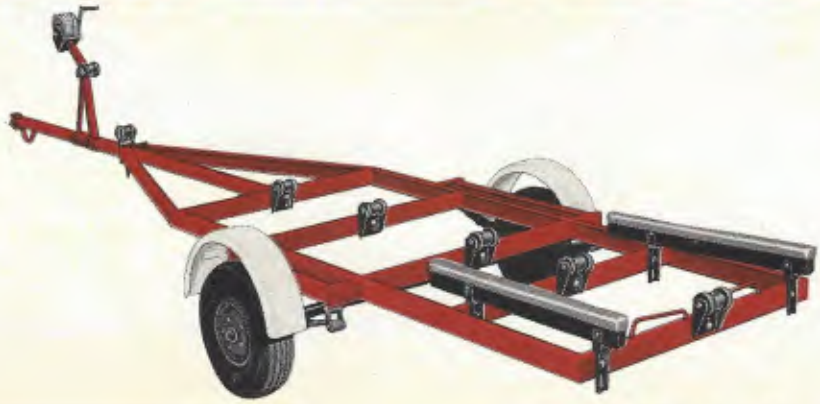
A FEW OPENINGS TO QUALIFIED DEALERS ONLY



IMPERIAL 16

For 14-foot through 16-foot boats. Handles 1000-lb load capacity. Available in 400 x 8, 550 x 8, 400 x 12 and 600x9 wheel sizes. Features "Tilting Bed" easy loading. Foam rubber boat supports. Extra easy-ride support for boat. Welded steel construction. Has geared winch.

WRITE TODAY FOR COLORFUL FOLDER ON COMPLETE LINE

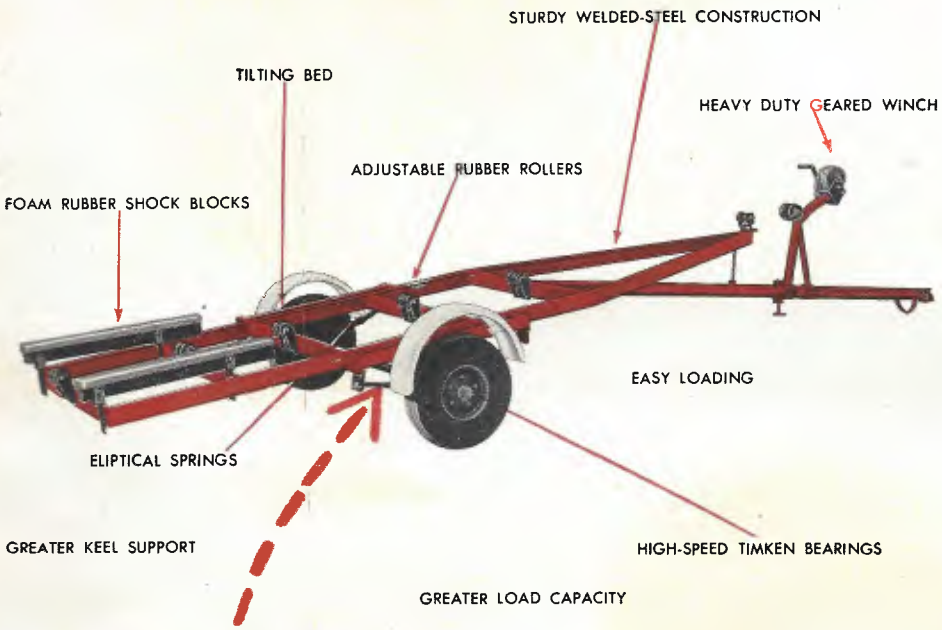


IMPERIAL 18

For 16 to 18-foot boats. Big load capacity: 1800 lbs. "Tilting Bed" easy loading. 600x9 wheels. Welded steel construction. Extra easy-ride support throughout. Geared winch.

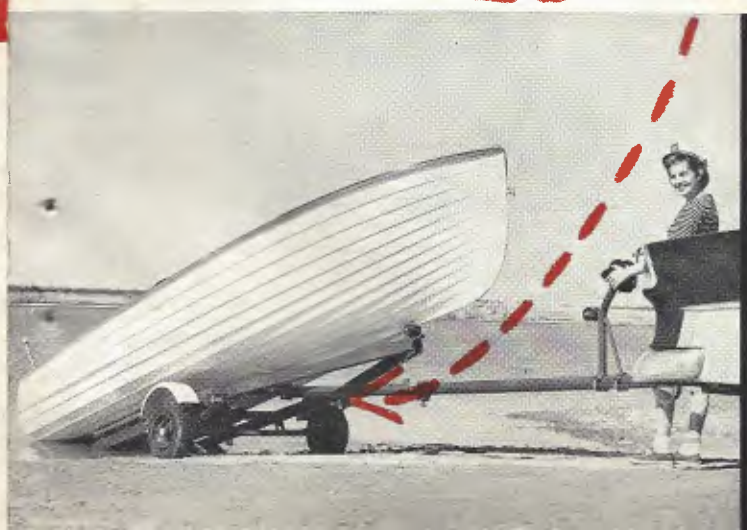
NOW . . . for the man who really loves his boat . . . a fine new trailer line . . .

RIAL!



The new Imperial was designed by a boat lover for the man who *really cares* about his boat. It's engineered to give every possible protection. And that's not all. The Imperial is built to make things easy on the boat owner, too. Loading and unloading is easier than ever with the remarkable new "Tilting Bed."

WITH *tilting bed* ACTION . . . it's EASY!



IMPERIAL

P. O. BOX 4024 • FORT WORTH, TEXAS

"HOW YOU CAN ...with the new

ALFRED S. BRENNAN
President
Harwill, Inc.

Acclaimed as "one of America's most beautiful boats" the nationally advertised and accepted Aero-Craft line for 1957 offers dealers more selling helps . . . more profit opportunities . . . higher volume potentials than ever before in history!

1957 is the year you can make more money in the boat business—if you have the RIGHT LINE to sell. This means you must have a complete line . . . cruisers, runabouts, fishing boats and canoes . . . all with good profit potentials, and all PRE-SOLD to your prospects.

"OKAY—LET'S TALK PLAIN FACTS"

It's no secret that nearly 70% of all outboard boats sold at retail fall between $200 and $450. Now, do you have the variety in this price range to CLOSE NEARLY EVERY PROSPECT? Well, you can have when you sell AERO-CRAFT.

And, what about selling UP? More and more, the outboard boat market is moving up quality-wise. Do you now have a line that offers "One of the most beautiful boats in America" . . . complete with any and all the accessories that are needed today? You can have a line of profit-packed quality boats when you're an Authorized Aero-Craft dealer.

"LET'S CONSIDER CONSUMER APPEAL"

Back in the dim past, there were those who thought aluminum boats were "ugly ducklings." YOU SHOULD SEE THEM TODAY. In 1957, AERO-CRAFT offers all the brilliant, dazzling, permanent color of ANODIZED ALUMINUM—beauty that is breathtaking . . . standing still and in the water . . . beauty that will never fade, that is fused right into the metal.

Take one of the new AERO-CRAFTS down to your own boat club and we'll bet our bottom dollar you'll win more praise than any other boat at anywhere near its price. Gorgeous gold and blue combinations . . . highly polished clad aluminum . . . quality seat cushions and fittings make AERO-CRAFT real "show boats."

"WE LOVE TO COMPARE PERFORMANCE"

We both know that prospects are getting "sharper" all the time . . . they want plenty of performance in any boat they buy. Well, with AERO-CRAFT you can challenge the entire field. Prove this to yourself . . . with the same motor, test any other similar boat in its price range, and we'll put our money on AERO-CRAFT to walk away with top honors.

But, with small or large motor, this plus performance is not with the sacrifice of safety. You can sell the WHOLE FAMILY with AERO-CRAFT . . . for its Styrofoam flotation design makes it one of the safest family boats on the water today . . . with flotation always in excess of requirements.

"NOW—WHAT ABOUT MONEY-MAKING?"

We're all in the boat business for two reasons: first, we sort of like it . . . second, to make money. All right, in 1957 AERO-CRAFT will provide dealers with the strongest sales promotional and advertising help in the industry . . . and, here's the proof:

In addition to our own powerful inquiry-getting campaign in national boating, outdoor and mechanical publications we offer you: one of the most generous cooperative advertising deals ever devised; free newspaper ad mats; your choice of several, or all, direct mail pieces; stunning new in-store display; powerful point-of-sale that tapes on the boat actually outlining your sales story; free radio scripts; TV slides if needed; selling hints on your own Open House and Boat Show . . . plus much more.

NOW'S THE TIME TO ACT . . . fill out the coupon to the right and mail it. You'll get all the wonderful particulars . . . and more important, you'll be on your way to ***MAKING MORE MONEY IN 1957—WITH AERO-CRAFT.***

ECONOMICAL AERO-LINE BOATS, retaining many of the features of first line AERO-CRAFTS, give you a firm hold if you have to sell price.

FISHING BOATS AND CANOES account for a handsome chunk of the total market, you'll be ready to cash-in here with the complete AERO-CRAFT line.

PROFITABLE ACCESSORIES and materials for customizing all boats in the line can make extra money for you—it's a big "profit-plus."

AERO-CRAFT

More Data No., Aero Craft 58

MAKE MONEY IN 1957 AERO-CRAFT line"

THREE 1957 SALES LEADERS . . . a Deluxe "Blue Sabre" Convertible for the family; the "Golden Knight" runabout; and the flashing, high-performance "Cadet"—***just a sample of the 1957 AERO-CRAFT line.***

GET ALL THE FACTS—NOW!

Fill out and mail the coupon now . . . and we'll rush you all the facts . . . our new 1957 "Promotion Portfolio" and catalogs covering the complete 1957 AERO-CRAFT line. Learn JUST HOW you can make more money in 1957 with the new AERO-CRAFT line.

ATTN: Mr. A. S. Brennan, Pres.
Aero-Craft Boats
Division of Harwill, Inc. Dept. 2–A
St. Charles, Michigan

YES, I want to make more money in 1957 . . . send me the complete AERO-CRAFT story.

NAME_____

FIRM_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____

DIVISION OF HARWILL, INC. • ST. CHARLES, MICHIGAN

More Data No., Aero Craft 58

Profits Ahoy! TELESCOPE FOLDING FURNITURE

Designed Especially For Marine Use

New Added Feature:
WHITE RUBBER-TIPPED BACK POSTS won't mar fine panelling on boats and yachts

The Boatman's Favorite Chair
NO. 1189 CHAIR

NO. 1099 CHAIR

- **mahogany-stained hardwood frames with marine varnish finish**
- **choice of chrome-on-brass or all-brass hardware**
- **white rubber-tipped legs and back posts—won't mar the finest decks or panelling—prevent chair from slipping and sliding on the boat in rough seas**
- **attractive nautical styling**

NO. 1040 PILOT'S CHAIR
So that the captain of the cabin cruiser or yacht may pilot his boat while seated!

NO. 15 COT
An extra bed aboard ship!

NO. 1033 STOOL
Extra handy seating aboard ship!

For complete information see your jobber or write . . .

[redacted]

More Data No., Telescope Furniture 59

for *Fishin' or Fun*

your customers deserve a *Starcraft* ALUMINUM BOAT

AND YOU CAN MAKE BIG MONEY WITH THE STARCRAFT BOAT LINE THIS YEAR

More Data No., Starcraft 60

Starcraft offers you . . .

The CONSTELLATION

The SPEED QUEEN

The SKI CHAMP

The SPEEDSTER

The SEA SCAMP

The PRAM

The SUPER DUTY

The SEAFARER

A model to fit every potential boat buyer!

A REAL SALES FEATURE!

A new fifteen year guarantee on all Starcraft Aluminum Boats against popped rivets and other metal construction features. This guaranteed high quality means more satisfied customers, and less trouble for you after the sale is made!

STARCRAFT
Boat Guarantee

All registered Starcraft Aluminum Boats are guaranteed for a period of 12 months from date of registration against defective workmanship, skin punctures encountered under normal recommended use, or faulty materials.

All registered Starcraft Aluminum Boats are further guaranteed for a period of fifteen years from date of registration against popped or loose rivets, and all other metal construction features. This guarantee does not apply to accessories.

Both of the above guarantees apply only to the original registered owner of a Starcraft Aluminum Boat and the judgment of our factory-trained experts is final. Any repairs made necessary as the result of accident, neglect, or abuse will be made at cost by the factory at any time after date of purchase.

Freight charges to and from the factory shall be borne by the boat owner, not the Starcraft Boat Company.

More Data No., Starcraft 60

a complete line of new boats

The PELICAN

The STARFIRE

22 NEW MODELS FOR 1957!

Boat buyers get more for their money when they buy Starcraft! Here's why: Exclusive, reinforced decks of plywood and aluminum make Starcraft Aluminum Deck Boats smooth and quiet. Starcraft Aluminum Boats have seamless bottoms—smooth from spray rail to spray rail—a Starcraft development of 1953!

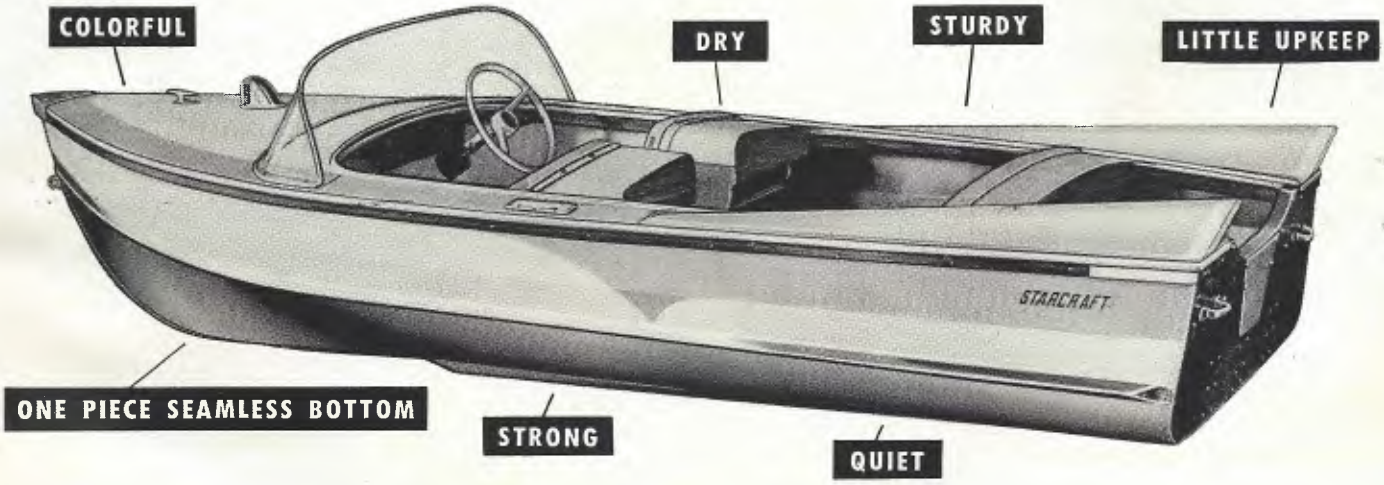
There are no leakers in the Starcraft line. Starcraft uses heavier gauge transom and hulls than ordinary boats, with fewer rivets and fewer seams. Spray rails are full length and stamped-in. Many models have the new style walk-thru center deck.

All Starcraft Aluminum Boats are built of corrosion-resistant aluminum alloy. Vee-shaped girder-type keels add stability. Styrofoam safety floats are extra big. And there are no service problems with Starcraft—each Starcraft Aluminum Boat carries a 15 year written guarantee. And guaranteed high quality means more satisfied customers for you.

Starcraft Aluminum Boats are nationally advertised, and continuously promoted. Colorful promotional literature is available to all Starcraft dealers.

Buyers like Starcraft's design and performance . . . and you'll like the full profit margin you make as a Starcraft dealer!

NEW! DELUXE 15 FT. SKI CHAMP



Only finest quality, non-corrosive aluminum alloy is used in Starcraft Boats. Full-length, stamped-in spray rails keep spray out and add rigidity to the hull. New style Jet-Way prow keeps interior dry, adds speed to boat. Starcraft Aluminum Boats have seamless bottoms — no seams below the water line to cause leaks. This seamless construction was first developed by Starcraft in 1953! From integral spray rails to seamless bottoms and now new Jet-Way prows, Starcraft has been the leader in metal boat design. You'll be proud to sell Starcraft!

PRAMS · FISHING BOATS · RUNABOUTS · CAR TOPPERS

More Data No., Starcraft 60

sell Starcraft boats and you make good profits

- ★ *Full line of Aluminum and Galvanized Boats*
- ★ *Guaranteed Quality Means Satisfied Customers*
- ★ *No Service Problems with Starcraft*
- ★ *Full Profit Margin for You*
- ★ *Free Descriptive Literature and Catalogs*
- ★ *Starcraft Boats are Nationally Accepted*
- ★ *Starcraft Boats are Continuously Promoted*

The Starcraft Speed Queen for 1957

INVESTIGATE the Starcraft Franchise

STARCRAFT BOAT COMPANY
DEPT. DA-1, Goshen, Indiana

___ Please send me samples of Starcraft literature.
___ Please tell me how I can become a Starcraft dealer.

Name _____
Store Name _____
Title _____
Address _____

22 new models . . . built and priced to sell! Prams, fishing boats, runabouts, car toppers—Starcraft has 'em all! Be a Starcraft dealer and make big profits with an easy selling line of Starcraft Aluminum Boats! Your sales territory is protected!

Mail coupon today and get full details on the Starcraft Franchise, plus complete descriptive literature on the full line of Starcraft Boats.

STARCRAFT BOAT CO.
Goshen, Indiana

make the BIG profits with Pre-Vue

America's smartest, most complete line of Boat Tops

PRE-VUE CONVERTIBLE BOAT TOPS

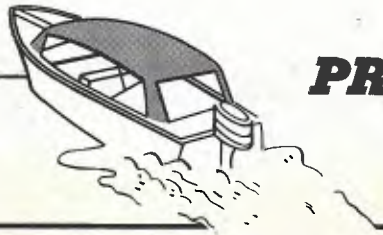
[redacted]

Pre-Vue windshields are full wrap-around Plexiglas equipped with chrome-plastic trim, base molding and polished aluminum mounting clips. 18 and 20-inch sizes also equipped with polished aluminum center post for extra strength. Pre-Vue tops fold completely inside the windshield.

A size and style to fit every standard make of boat

There are no lost sales with the Pre-Vue line because Pre-Vue's custom tops and windshields are available for every standard make of boat and Pre-Vue quality speaks for itself. And for those who want protection from the elements at more moderate cost, Pre-Vue tops can be installed with snug-fitting windshield curtains and side-curtains as optional equipment. In either case, you can sell and install a Pre-Vue top with complete confidence that it is the finest boat top on the market today . . . that it has no peer in quality, value or appearance.

Easy To Install • Easier To Sell



Write for Dealer's Price List and Descriptive Literature

PRE-VUE CO., INC.
2300 East 26th Street,
Minneapolis 6, Minn.
P. O. Box 5003

More Data No., Pre-Vue 139

JERVIS Marine Hardware

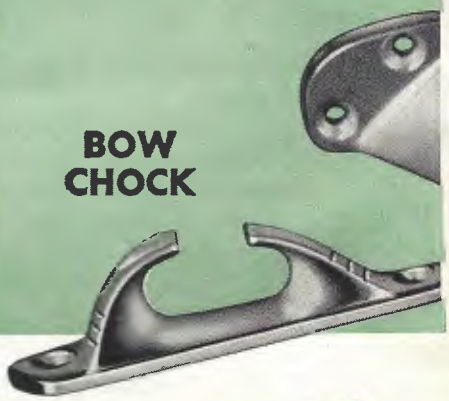
NEW!

COMBINATION LIGHT

ADJUSTABLE STERN LIGHT

[redacted]

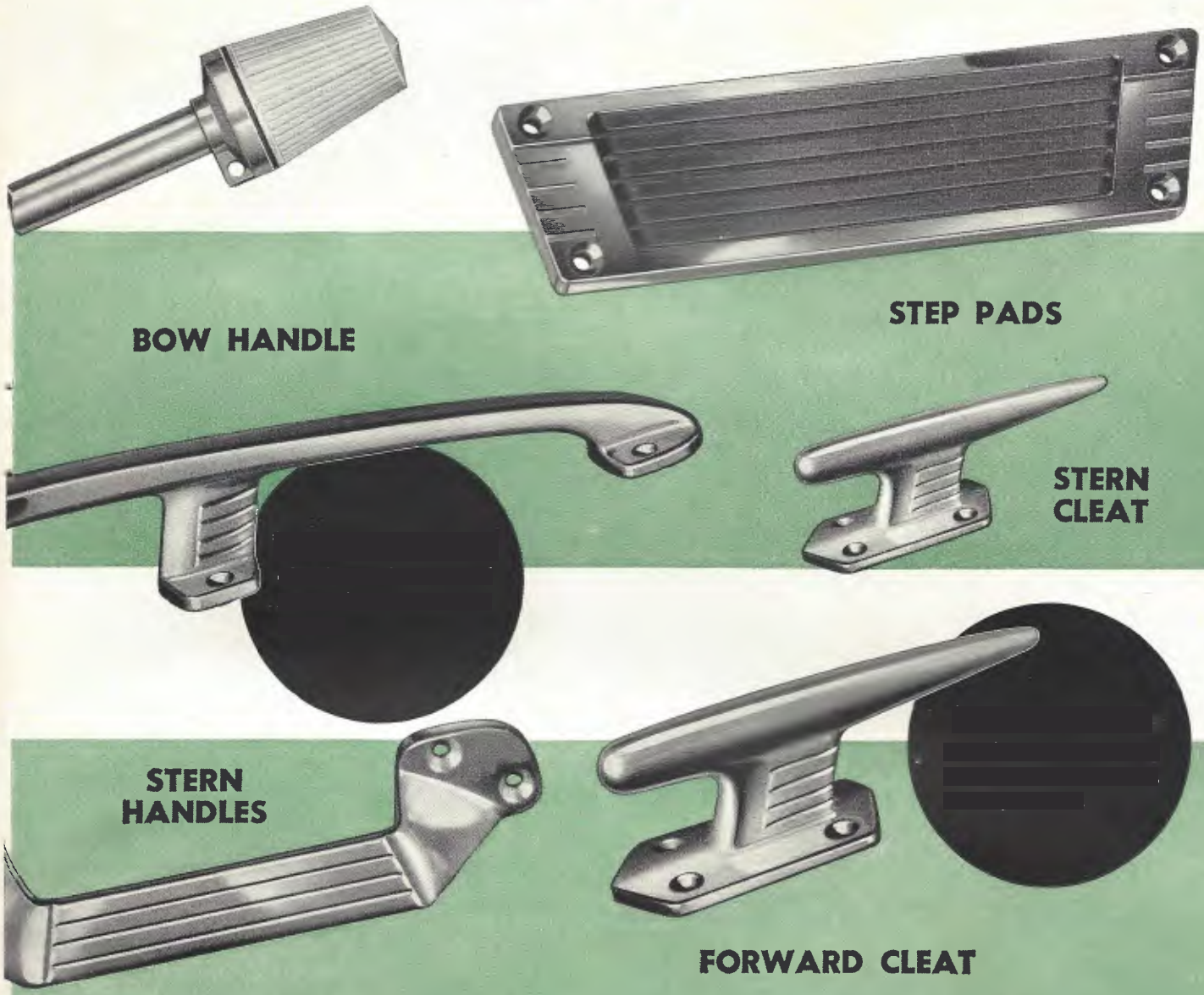
BOW CHOCK



The Jervis Line of Marine Hardware will be featured at the NEW YORK BOAT SHOW, Booth D-166; and the CHICAGO BOAT SHOW, Booth 1060. Jervis representatives will be in attendance throughout both shows.

More Data No., Jervis 62

The fastest growing Line in its field



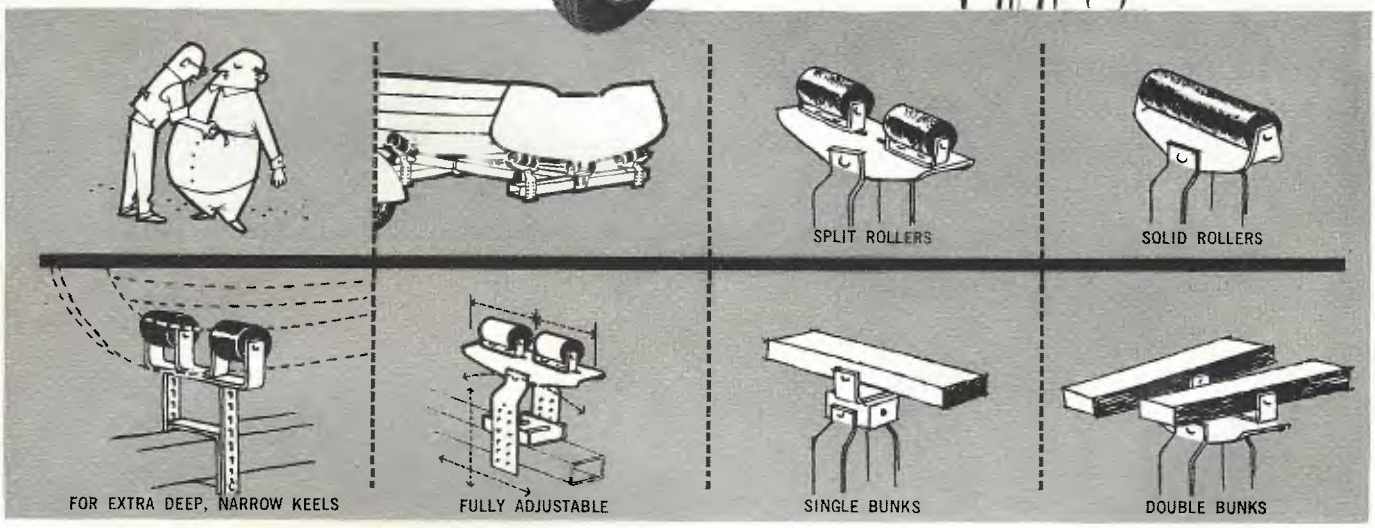
JERVIS CORPORATION

JC

More Data No., Jervis 62

MASTERCRAFT

ANNOUNCING . . . *a revolutionary new concept in boat trailer design . . . the all new fully adjustable* **MASTERCRAFT**



NOW! FORM FIT THE TRAILER – PRECISELY – *to any boat**

Here it is! A completely adjustable trailer that can be form fitted perfectly to boats from 10 to 16 feet long in a matter of minutes. Amazing, versatile, new boat supports adjust precisely to hull . . . keel . . . bilge strips . . . in any one of the many variations found in today's boat designs.

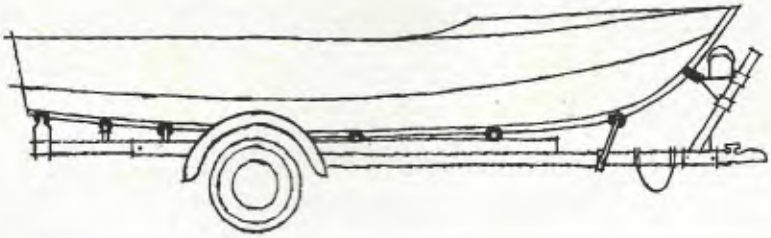
Here's a boat trailer that's exactly right for this year's boat . . . AND exactly right again for a different, new boat next year. There's a wide range of precise adjustments within every Mastercraft's length and load rated capacity. Perfect trailer-to-boat fit assures balanced, safer trailering on highway or by-way . . . and greater protection in storage, too. Mastercraft for '57 — a quality trailer by the nation's leading builder of boat trailers — offers the boat owner **everything** he (or she) has ever wanted in a well-designed, superbly constructed boat trailer. There are more **real** features and even greater achievements in performance built into these '57 Mastercrafts than any other boat trailer on the market today.

* FULLY ADJUSTABLE WITHIN THE FULL RANGE OF EACH TRAILER'S LENGTH AND LOAD CAPACITY
(lengths up to 16 ft.; load rated up to 1000 lbs.)

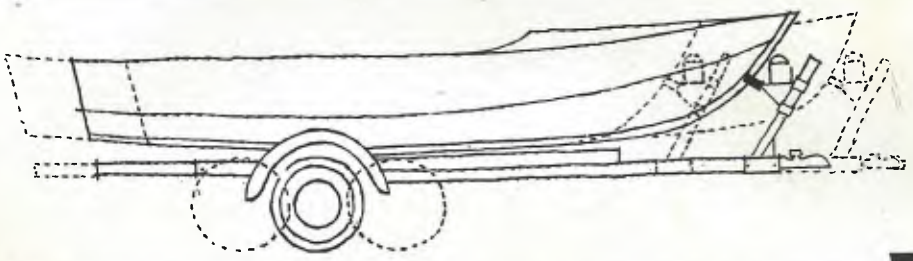
MASTERCRAFT trailers inc. 12 MIDDLEFIELD STREET, MIDDLETOWN, CONNECTICUT

More Data No., Mastercraft 61

Sensationally New for '57



FULL KEEL SUPPORT . . . ALL THE WAY MASTERCRAFT's all adjustable keel rollers move up and down . . . permit precise positioning the full length of keel regardless of its shape. Better boat protection all ways with a MASTERCRAFT.



ADJUST TO LENGTH AND LOAD Unique twin boom can be adjusted in minutes to any of three positions on the running gear for precise towing balance . . . and a safer ride with NO weave, NO sway, NO whip. Multi-position draw bar permits a precise fit to length, too.

MASTERPIECES OF PERFORMANCE . . . *Anywhere*

Loading and launching a boat is child's play with Mastercraft boat trailers and the amazing loading-launching ramp. Even over a three and a half foot culvert, a boat can be loaded on the trailer without unhitching from the car, and by ONE PERSON ALONE — man, woman, or even an eight-year-old child. For getting to and from out-of-the-way fishing and boating spots, there's nothing like a MASTERCRAFT BOAT TRAILER.

— A QUALITY TRAILER FOR EVERY BOAT, AND EVERY BUDGET
Prices start at $112.50 F.O.B. Middletown

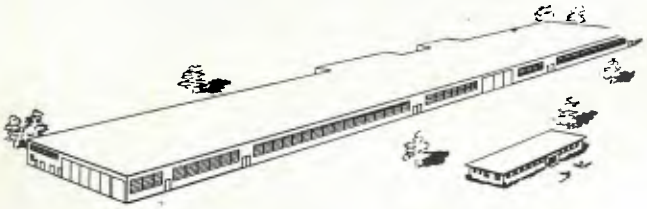
More Data No., Mastercraft 61

1957 STYLE SHOW...

two brilliant new Roamers lead the way to boating's biggest profit

Look at These Handsome New Models — *first* '57 additions to the Roamer fleet! It's no wonder steel is boating's biggest news when you can sell a complete line of cruisers with the flashy speed, eye appeal and luxury-living facilities of these, plus all the superior advantages of steel. Here's all the sales appeal you need to make 1957 your biggest year — in STEEL!

There's Nothing Like the Steel Roamer for stable riding in any sea, maximum safety and smooth, quiet operation. Besides, the dry, water-tight bilge, minimum maintenance and lifetime durability make a powerful appeal to your prospects. And only Roamer combines these sales-attracting features with the eye-filling beauty of its unique flared bow and rakish lines—in STEEL.

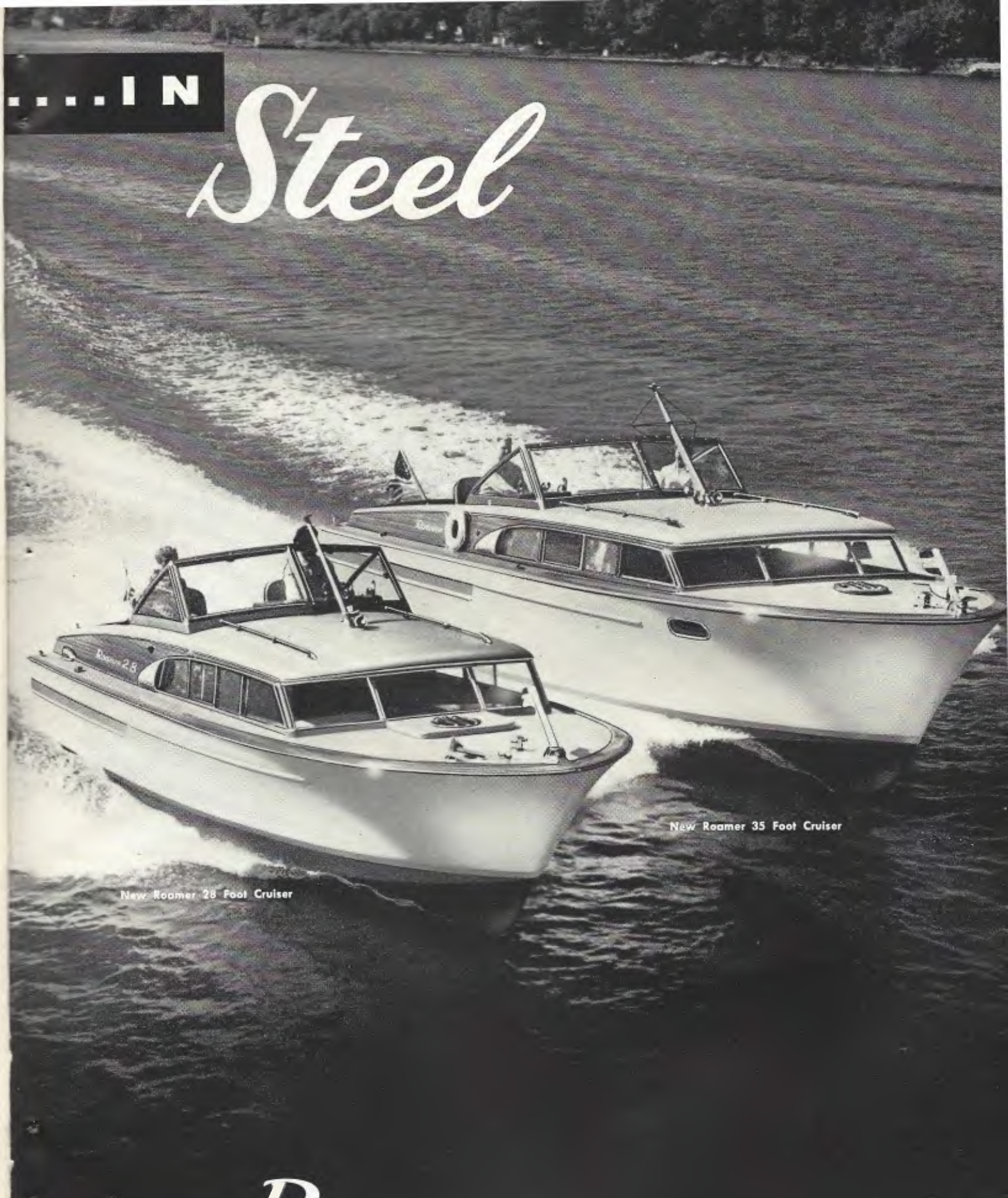


World's Largest Steel Boat Plant will soon produce many new Roamer models in volume to meet the mounting demand for steel cruisers. New, modern facilities and the know-how of the world's largest boat builder will be combined to produce the finest cruisers — in STEEL.

Powerful National Advertising Campaign will create an unprecedented demand for Roamer-styled steel cruisers, opening new markets and pointing to bigger sales than ever in 1957. This will be Roamer's biggest year yet — and it can be yours, too — in STEEL.

Select Franchises now Available to dealers who can qualify, and are offered independently of Chris-Craft Dealers. For full information on how you can get in on this tremendous profit opportunity, write Dept. B1.

More Data No., Roamer Boat 63



Roamer STEEL BOATS Holland, Michigan

World's Largest Steel Boat Plant, Division of Chris-Craft Corporation

This is it — order ours now! CJ.

JET LINE

DIE CAST FITTINGS CHROME PLATED

No. 500

Matched 8-piece Basic Deck Hardware Set for lifting and mooring, consisting of: Bow Handle; two combination chocks (for stern or bow) two 4″ cleats, one 6″ cleat; two stern handles.

Packaged 12 per shipping container. Wt. 65 lbs.

List: $15.00

Send for your new 1957 catalog of small boat hardware listing hundreds of items.

Treat yourself to the thrill of advanced Jet Styling with this dramatic new matched set of basic deck hardware. Manufactured by skilled craftsmen from the finest materials modern science has produced; extremely resistant to corrosion; tensile and impact strength greater than most cast brass or bronze; nonmagnetic; lustrous, long-lasting chrome finish; guaranteed against breakage for the life of the boat.

Chrome on bronze sets available

If you are a manufacturer's representative or firm offering thor ough and frequent coverage of your territory, write today about available exclusive sales areas.

*Trade Mark & Hardware Design Copyright Applied for U. S. Pat. Off.

More Data No., Crest 64

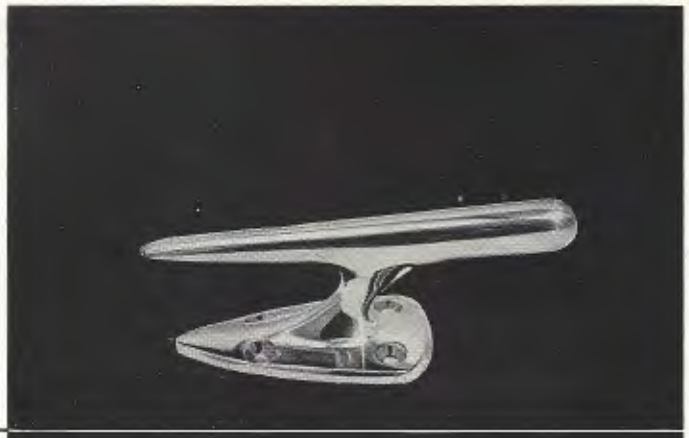
NO. 502—4″ CLEAT

List Price: $2.00

Functional design plus advanced styling make this rugged cleat one of the most useful and beautiful pieces of small boat hardware obtainable.

Base Size	Above Deck Height	For Rope Diameter	Drilled for Wood Screw	Weight
1 ½ x 2 ½	1 ¾″	½″	8	5 oz.

Packed 12 per shipping container.



No. 503—6″ CLEAT

List Price: $2.25

Heavily chrome-plated to reduce friction, this gleaming forward mooring cleat adds grace and beauty to the forward deck. Ruggedly designed to withstand the strains and sttesses of mooring or towing.

Base Size	Height Above Deck	For Rope Diameter	Weight	Drilled For Wood Screw
1 ⅝ x 3 ¼	1 ¾″	¾″	9 oz.	10

Packed 12 per shipping container.

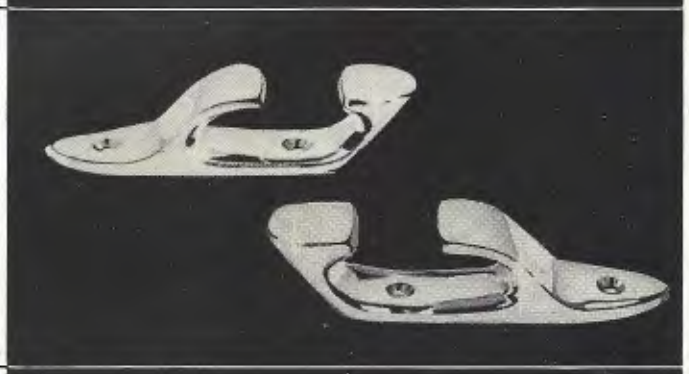
No. 504—4″ CHOCKS

List Price: $2.75 pair

America's most beautiful and graceful chocks. Dual utility allows for use on bow or stern. Extra heavily chromed to reduce rope friction. Styled for the Jet Age and built with strength that endures.

Base Size	For Rope Diameter	Weight Per Pair	Drilled for Wood Screw
3 ½ x ¾	¾″	10 oz.	10

Packed 12 per shipping carton.



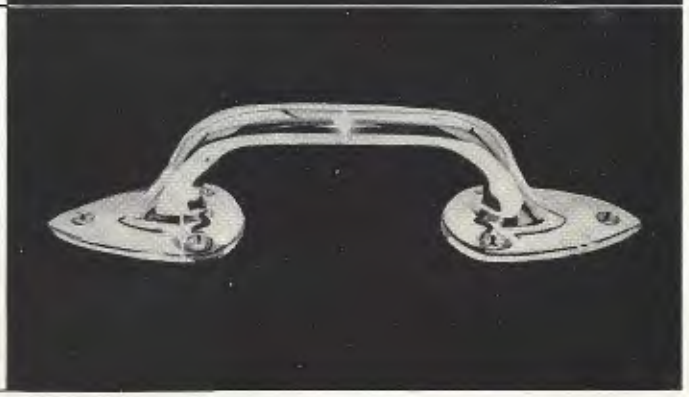
No. 505—STERN HANDLE

List Price: $1.80

Designed to make lifting of the heaviest boats a safer and easier task; drilled for six No. 12 Screws to provide greater lifting strength. This sturdy handle provides a "full hand" grip. Its sparkling beauty enhances the transom on any boat.

Inside Length	Length Overall	Height Inside	Weight Each	Drilled For Wood Screw
3 ¾″	7 ¾″	1 ⅜″	10 oz.	12

Packed 12 per shipping container.



No. 501—BOW HANDLE

List Price: $3.25

Super styling has made this America's most talked about Bow Handle. The graceful forward-looking lines add beauty plus the look of power to any boat. Multi-purpose design, may be used as a "two hand" lifting handle, extra mooring or towing handle, or a cabin grab rail.

Length Overall	Height Above Deck	Weight	Drilled for Wood Screw
9 ½″	1 ⅞″	16 oz.	10

Packed 12 per shipping container.

Clip and mail today

CREST MARINE HARDWARE CO., INC.
444 Clementina Street
San Francisco 3, California

☐ I'm a dealer. Have my jobber rush me ..... sets at my special discount.

☐ I'm a dealer. Have my jobber show me Jet Line sets soon. My jobber's name and address

.....

.....

☐ I'm a jobber. Rush me ..... sets (12 sets minimum) so my sales force can get started. Also send full color 4 page brochures.

..... (name) ..... (title)

..... (address)

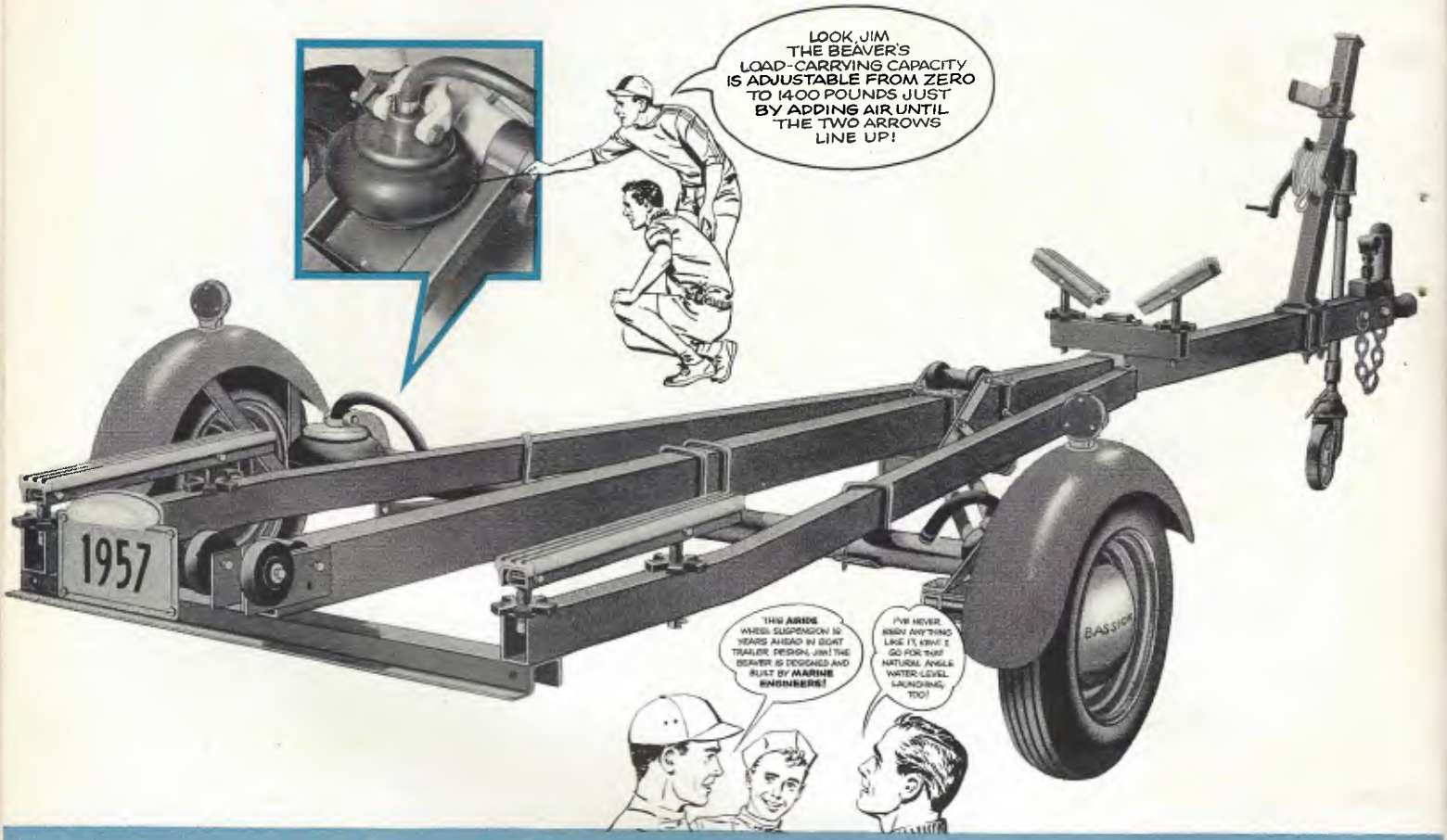
..... (city) ..... (zone) ..... (state)

More Data No., Crest 64

this is it... the *SELLINGEST*

BASSICK

with AIRIDE Individual Wheel Suspension plus



ICK COMPANY • DIVISION OF STEWART

Boat Trailer You've Ever Seen!

BEAVER!

sensational WATER-LEVEL LAUNCHING and loading!

The Bassick Company and Stewart-Warner Corporation proudly present the revolutionary new Bassick Beaver Boat Trailer. In announcing the Bassick Beaver, we bring you a truly engineered boat trailer with many outstanding features. After seeing it, we think you'll agree that here, at last, is the trailer the boating public has been waiting for.

Among these features is the sensational AIRIDE individual wheel suspension which absorbs all road vibration and shock. The load carrying capacity of the Beaver is instantly adjustable from zero to 1400 pounds and the length can be modified to take any boat from 15 to 19 feet. This complete adaptability alone puts the Beaver in a class by itself, yet that is not all. Another important feature is the hydraulically controlled water level launching and loading. Many people who have seen how the Beaver "sits down" at the water's edge, have found it hard to believe a boat can be launched or loaded with such ease.

Because the Bassick Beaver literally sells itself, and because there are so many more plus features which cannot be described in this limited space, we believe you will want to be among the first to see a demonstration. We cordially invite you to visit us at the Boat Shows —

"I want to add my own invitation to all you dealers who plan to visit one of the Boat Shows. Come and see me personally and we can discuss the kind of high-profit deal I know you'll like"

Sales Manager

P.S. If you can't get to one of the Boat Shows, drop me a post card and I'll rush you a free copy of our beautiful four-color preview book.

WARNER CORP. • BRIDGEPORT 2, CONNECTICUT

Brand New

THREE GOOD REASONS FOR SELLING

Sports-Kraft

"SPORT-RATED" BOATS

CONTINENTAL CRUISER

A big, roomy cruiser. Ideal for weekend outings. Sleeps 3. Can be arranged to sleep 4 comfortably. "Sport-Rated" for 6 people and 25 to 60 horsepower.

SPEC: L.O.A.: 19'6"; Beam: 72"; Depth forward: 39"; Depth stern: 23"; Transom width top: 65"; Cabin length: 7'6"; Cabin width: 58"; Cabin head room: 50".

HABANA EXPRESS

Perfect for overnight fishing, a week's cruise, or a week-end outing. Sleeps 2 comfortably. Gives unusual performance and speeds up to 25 m.p.h. with a 33 h.p. motor. "Sport-Rated" for 4 people and 25 to 60 h.p.

SPEC: L.O.A.: 16'; Beam: 72"; Depth forward: 40"; Depth stern: 20"; Transom width top: 52"; Cabin length: 7'; Cabin width: 56"; Cabin head room: 33½".

HABANA

A "family" utility runabout with fast hull, non-trip chines and semi-V bottom with flat planing surface. "Sport-Rated" for 4 people and 25 to 60 h.p.

SPEC: L.O.A.: 16'; Beam: 72"; Depth forward: 35½"; Depth stern: 24"; Transom width top: 52".

Above are three *good* reasons for switching to Sports-Kraft aluminum boats. They'll help you sell more boats this year, because they *sell on sight*. Customers won't have eyes for any other boat on the floor.

But there are other reasons why you'll want Sports-Kraft. General Boat Corporation has approved a 25% increase in national advertising and is making available many more selling aids. Sell Sports-Kraft and you'll sell more . . . make more! And be sure to see the full line of General Boat Trailers.

Sports-Kraft Boats

For Complete Information – **Call, Write** *or* **wire . . .**

GENERAL BOAT CORPORATION

GRAND PRAIRIE, TEXAS

102a

More Data No., General Boat 66

IT'S NEW! IT'S IMPROVED! IT'S FROM WORTHINGTON!

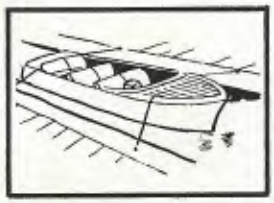
RUBBA-SNUBBA

REG U S PAT OFF

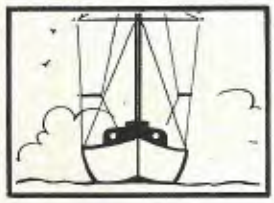
30 INCH SHOCK ABSORBER FOR MOORING AND DOCKING WITH OVERSIZE LOOP AND EXTRA-HEAVY THROAT

Black Neoprene Rubber **$2.95** ea. list

DeLuxe White Neoprene Rubber **$3.50** ea. list

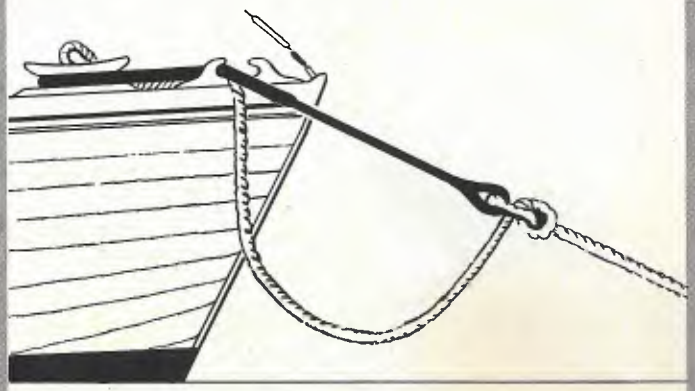


For 4-Point Mooring in Boat Slip



Stops Rattling & Chafing of Halyards & Running Rigging

Each Unit in Individual Pliofilm Bag Packed 1 Doz. in Colorful Self-Selling Counter Display Box



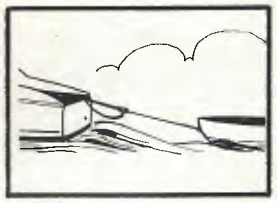
STOPS DOCKSIDE "ROCK AND ROLL"!

Rubba-Snubba adds the "give" of live rubber to mooring lines of small boats . . . helps them ride out the effects of wind, waves, tides and swells without hull damage. Moulded of one piece of thick, resilient rubber with **Dupont Neoprene.** Prevents bumping of boat against dock or buoy. Makes for easier, smoother towing of dinghies. Many other uses! **ADVANCED DESIGN FEATURES: EXTRA 30" LENGTH . . . BIG 5" LOOP CAN SLIP DIRECTLY ONTO CLEAT . . . EXTRA THICKNESS WHERE RUBBA-SNUBBA GOES THROUGH CHOCK.**

- **RUBBA-SNUBBA will stretch to 8 times its length**
- **tested to absorb up to 1000 lb. continuous pull**
- **Neoprene rubber is unaffected by salt water, sun, gas, oil**
- **it's over-sized for easier handling and extra durability**

SOLD WITH MONEY-BACK GUARANTEE

Chafeproof Cartop and Trailer Transport



Easier, Smoother Towing of Dinghies

For Windproofing Tarps and Tents

EXTRA! BIG INTRODUCTORY OFFER until June '57: 1 Rubba-Snubba FREE OF CHARGE with each 1 doz.

ALWAYS BIGGER PROFITS with WORTHINGTON!

Trust the makers of famous NO-VIBE transom pads and other best-selling marine accessories to give you the merchandising features you need:

1. COMPETITIVE PRICE
2. THE BIG MARK-UP YOU NEED
3. IMPROVED DESIGN
4. CHOICE OF REGULAR & DELUXE STYLE

There's a huge market waiting for Rubba-Snubba. Be sure to get your share of the profits by featuring this Worthington item!

WORTHINGTON

PRODUCTS, INC. • MARINE DIVISION

441 LEXINGTON AVENUE • NEW YORK 17, N. Y.

SEE MORE NEWS FROM WORTHINGTON

BIG BONUS – FOR LIMITED TIME ONLY!

WORTHINGTON GIVES YOU

ON THE MOST WANTED . . . FASTEST SELLING MARINE ACCESSORIES WITH THE NAME THAT IS KNOWN AND ACCEPTED EVERYWHERE

NOW WORTHINGTON OFFERS THE ONLY COMPLETE LINE!

A NO-VIBE TRANSOM PAD FOR EVERY BOAT—EVERY ENGINE—EVERY PURSE!

NO-VIBE "STANDARD"

Competitively priced! For transoms with or without knee. Good quality pad of natural rubber without insert.

No. 1101 black rubber
No. 1102 white rubber
$2.95 each list — dealer cost **$21.24 doz.**

NO-VIBE "HEAVY DUTY" FOR REGULAR TRANSOMS

Made of Dupont Neoprene rubber with Formica insert. Fully guaranteed.

No. 1111 Black Neoprene **$3.95** each list
dealer cost **$28.44** doz.

No. 1112 De Luxe* white Neoprene **$4.95** each list
dealer cost **$35.64** doz.

*packed in individual pliofilm bag

Famous NO-VIBE Transom Pads stop outboard noise and vibration, are easily installed with screwdriver only. They ship and store flat and space-saving.

NO VIBE "HEAVY DUTY" CUT OUT FOR TRANSOMS WITH KNEE BRACING

Made of Dupont Neoprene rubber with Formica insert. Fully guaranteed.

No. 1121 Black Neoprene **$3.95** each list
dealer cost **$28.44** doz.

No. 1122 De Luxe* white Neoprene **$ 4.95** each list
dealer cost **$35.64** doz.

*packed in individual pliofilm bag

NO VIBE "LITTLE GIANT" FOR ENGINES 25 HP AND UP

Longer, wider, heavier, has extra-deep tail flap to hold new big motors. Fits transoms with or without knee bracing. Made of Dupont Neoprene rubber with Formica insert. Fully guaranteed.

No. 1131 black Neoprene only **$5.00** each list
dealer cost **$36.00** doz.

*ORDER NOW and GET FREE

1 doz. Worthington Key Buoys worth $12 retail with each $30 NET ORDER received until February 15th. Proportionately larger bonus with higher orders — your highest profits ever!

EXAMPLE: You order goods at (net cost of) **$30.00**
you sell at list price of ..... **$50.00** or higher
your regular profit **$20.00**
plus 12 FREE key buoys (selling at $1 each) .. **$12.00**
total profit on each $30 invested **$32.00**

OVER 106% RETURN . . .
MORE For Higher Mark-Up Items!

WORTHINGTON PRODUCTS

are **PRESOLD** to your market

because they are

NATIONALLY ADVERTISED
CONSUMER-USE TESTED

More Data No., Worthington 67

[redacted]

106% PROFIT...OR MORE!

EXTRA! Worthington's Spring Billing Plan
Order Now—Pay Later!

At the NEW YORK BOAT SHOW Space No. D174

At the CHICAGO BOAT SHOW Booth No. 743

NO-VIBE CLAMP PADS

Attach directly to engine, for engine owners who rent boats. Made of Dupont Neoprene.

No. 1151 **$3.00** per pair list
dealer cost **$21.60** dozen pairs

NO-VIBE DRIP PAN

Made of silver Polyethylene, attached on transom under engine.
No. 1201 regular
No. 1202 for transom knee

$3.00 each list
dealer cost **$18.00** doz.

All-Plastic STEP PLATES

Sensationally priced! 2 sizes in two-tones or solid colors. Consist of tough, unscratchable FRAMES overall 8¾x3½" (small) or 11½ x5¾" (large) and moulded, forever "live" PADS measuring 9x 2½" (small) or 11x5" (large).

To order complete step plates, specify FRAMES and PADS.

PADS only

	each list	dlr. cost per doz.
1405 small black	$ .75	$5.40
1406 small white	$ .85	$6.12
1407 small light blue	$ .85	$6.12
2405 large black	$1.00	$7.20
2406 large white	$1.25	$9.00
2407 large light blue	$1.25	$9.00

FRAMES only

3405A small white	$1.00	$ 7.20
3405B small black	$1.00	$ 7.20
3405C small aluminum	$1.00	$ 7.20
3406A large white	$1.50	$10.80
3406B large black	$1.50	$10.80
3406C large aluminum	$1.50	$10.80

LARGE PADS can be sold WITHOUT FRAMES

They're complete with screw holes, suitable for slip-proofing surfaces of any kind!

SAV-OR Oar Sleeves

Moulded of Neoprene, to replace and outwear conventional leather oar sleeves. Also used as outrigger pole socket liner.

No. 1301 **$2.75** per pair list
$1.50 each list
dealer cost **$19.80** doz. pairs

Ever-Dry SALT & PEPPERS

Polyethylene buoys have water-absorbent feature to keep salt (in black "can") and pepper (in red "nun") dry and free-pouring. Gift boxed.

No. 1701 **$2.00** per pair list
dealer cost **$12.00** per doz. pairs

Floating KEY BUOYS

Scale model channel markers of Polyethylene keep keys afloat, hold shearpins, etc. dry inside.

No. 1711 black "can"
No. 1713 red "nun"
$1.00 each list
dealer cost **$6.00** doz.
No. 1713 matched pair (gift boxed)
$2.00 per pair list
dealer cost
$12.00 doz. pairs

Floating LITE-HOOK

New boat-hook with lightweight drawn aluminum shaft, plastic hook and point, pistol-grip handle.

		each list	dealer cost
No. 1503	3 ' long	$2.95	$21.24 doz.
No. 1504	4 ' long	$3.50	$25.20 doz.
No. 1505	5¼' long	$4.50	$32.40 doz.

Lite-Hook with FLASHLIGHT complete

No. 1513	3 ' long	$4.50	$32.40 doz.
No. 1514	4 ' long	$4.95	$35.64 doz.
No. 1515	5½' long	$5.95	$42.84 doz.

3 Cell SAFE-T-LITE

100% waterproof, explosion-proof, sparkproof, approved by U. S. Coast Guard, U-L, etc. For bilge and gasoline inspection, heavy weather, all emergency uses afloat and shore. In BLACK, BLUE, WHITE or GREY shatterproof plastic with translucent red rim.

No. 1601 — state colors! **$4.75** each list dealer cos **$32.40** doz.

[redacted]

WORTHINGTON PRODUCTS, INC., MARINE DIVISION
441 Lexington Avenue, New York 17, N. Y.

Please send the following merchandise and FREE GOODS
....C.O.D. ....Open Account ....Check or M.O. Enclosed

Name .....
Company .....
Address .....
.....

Quant.	No.	Color	Dlr. Cost	Total

SEMPER PARATUS
(ALWAYS READY)

RED HEAD

U.S. COAST GUARD APPROVED

LIFE VESTS & BOAT CUSHIONS

saving equipment.

RED HEAD BRAND COMPANY

KAPOK LIFE VESTS
Adult size in Orange, Forest Brown and Kelly Green. Children's size in Orange only.

NEW—RED HEAD vests are packaged in brilliant, "silent salesman," colorful packages. Display them anywhere and they sell themselves.

SECTIONAL DRILL CUSHION
Forest Brown and Kelly Green. 16" x 14½" x 2". For solid fishing comfort.

BOAT DOCK SPECIAL CUSHION
Forest Brown and Kelly Green. 17" x 13¼" x 2". Imprint service available.

STANDARD DRILL CUSHION
Forest Brown and Kelly Green. For rugged, dependable use. 15" x 15" x 2".

LINEN FINISH VINYL TWEED CUSHION
Grey, Green, Yellow and Red. Contrasting breather gussets. 15" x 15" x 2".

BOLTAFLEX BAMBOO VINYL CUSHION
Natural, Red and Spring Green with contrasting breather gussets. 15" x 15" x 2".

DE LUXE MONTEREY VINYL CUSHION
Red, Platinum and Cerulean Blue, contrasting breather gussets. 19" x 13" x 2".

Airguide MARINE COMPASSES

SPEEDOMETERS
BAROMETERS
CLOCKS

ONLY $15.00
RETAIL

Airguide marine instruments add the crowning touch to your boating pleasure. For here's a line of sleek nautical items no skipper can resist. Whether it's a compass or speedometer, a barometer or clock, it's made with true marine precision. There are many special design and functional features too that account for the spanking increase in Airguide sales. Prices? Just look at them. They're definitely "starboard" for the biggest skipper trade in your log.

NO. 88 MARINE *Compass*

Illuminated

We expected a good demand for this model when we introduced it last season because we knew it was right in so many ways: in easy readability, in accuracy, in adaptability to so many types of boats —and especially right in price to appeal to the biggest possible market. But even we were surprised at the way these 88s sold out again and again from coast to coast and in between.

Here are the features that make the 88 a sure seller:

Easy to install and adjust, and quickly removable for safe-keeping.

No gimbal required.

Jeweled movement, powerful Alnico V magnets to assure fast, steady reading, aircraft type compensators, red underlit dial for night reading, black crackle finish.

Especially adaptable for sailboats due to "U" type bracket which can be shifted for mounting athwartship or in line with keel. Compass can be free swinging in bracket or locked with the bracket in any position from horizontal to vertical.

Performs with the accuracy expected only of compasses costing a great deal more.

It's the ideal compass for large or small boats, inboards, outboards or sailboats. Overall height including bracket 4⅝". Case diameter 3⅜". **$15.00 Retail.**

NO. 87 MARINE *Compass*

Small boat skippers especially go for this typically nautical gimbal-mounted compass. It has also proven popular as a standby compass for larger craft.

Smart appearance plus—with shining black dome-type dial with clean white details, gray case and anodized aluminum gimbal, powerful Alnico V magnet and aircraft type compensators. Easily snapped out of gimbal for safe-keeping. Height including bracket 3½", case diameter 2⅜". Only **$7.50 Retail.**

$7.50
RETAIL

$10.50
RETAIL

NO. 11-C *Binnacle* ONLY

Illuminated

Besides providing illumination and weather protection for the No. 87 Marine Compass, this sparkling binnacle adds a final "dressed up" touch to any boat. Made of rugged spun brass heavily chrome plated. 2-power magnifying crystal adds to the already high readability of the No. 87 dial. Only **$10.50 Retail** (Compass not included).

A simple but effective portable compass for the fisherman who uses wood, aluminum or fiberglas boats. Gives accurate general directions when used at reasonable distance from magnetic objects, making compensation unnecessary. Ideal for the fisherman who frequents larger lakes or who depends on rental boats. Spring clip secures compass to seat instantly. Clip is easily detached so that instrument can be used as a pocket compass. Black dial with white calibrations swings freely in liquid-filled plastic bowl. Operating magnet is powerful Alnico V material. Gray plastic case and plated brass clip. 2⅜" high overall, 2¼" in diameter.

Price $2.95 Retail.

$2.95
RETAIL

Airguide

Watch it Go-

...with the NEW

DOLPHIN

ILLUMINATED DECK MOUNTED SPEEDOMETER

Here's a smart and sassy new number with a sparkle to catch every skipper's eye. The Dolphin's chrome curves make it a prize accessory for any craft. It sits snugly on deck near the steering unit where boat speed can be easily watched. At night the translucent dial lights up with a soft glow. A black rubber protective pad neatly hugs the deck contours. Easily installed. No screws are visible to mar its proud, shapely beauty. And best of all, it features Airguide's exclusive Contralog* movement for the finest reading ever!

ONLY **$15** RETAIL

NO. 707 • 45 MPH Only

Heavily Chrome plated case 3¼″ in diameter, 4½″ long, 4″ high. Fits decks up to 1″ thick. **$15.00 Retail** (Choice of pick-up units, extra).

OTHER POPULAR SPEEDOMETERS

All dressed up and ready to GO, there's an Airguide Speedometer for every type of boat. Cases are heavily chrome plated. Flange diameter 4″, dial 3″. All models have the Contralog* movement. (See the comparative chart on opposite page.)

For Cruisers and Small Outboards

NO. 701 • 30 MPH

Calibrated in knots and 1 MPH graduations.

$8.95 Retail (Head only).

For Large Outboards and Runabouts

NO. 702 • 45 MPH

Calibrated in 1 MPH graduations.

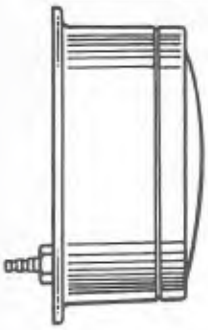
$8.95 Retail (Head only).

Special Model for Racers

NO. 703 • 75 MPH

Calibrated in 1 MPH graduations.

$8.95 Retail (Head only).



NO. 709 • 45 MPH

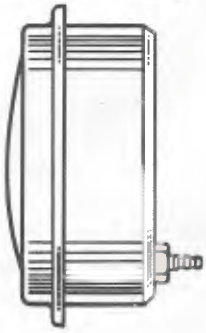
New back-connected model, included by popular request. Neat, no tubing or connections visible when installed. Only one small hole (½″) required in panel.

← **$8.95 Retail** (Head only).

NO. 710 • 45 MPH

Also added to the line because of popular demand. Face flush with panel. Back-connected with all tubing and connections hidden. Easy to install, easily accessible. Fits into 3¼″ hole.

$10.95 Retail (Head only). →



OF SPECIAL INTEREST TO DEALERS . . . With the Airguide Marine Line, your inventory requirements are greatly reduced. This is due to the fact that all types and lengths of boats are provided for in a choice of only 5 pick-up units, sold separately but which may be used with any desired head. (Note exception: The No. 700 15 MPH sailboat head and the No. 15 Pick-up unit, though also sold separately, are especially designed to be used together.)

MODELS 88, 700, 701, 702, 703, 704, 705, 706, 707, 709, 710
PATENTS PENDING

FOR MORE FUN IN BOATING!

Airguide . . .

FOR MORE FUN IN BOATING!

Special Model for Sailboats

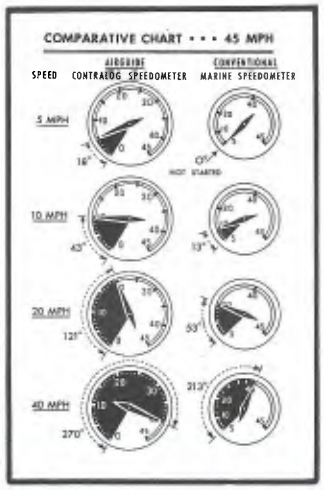
NO. 700 • 15 MPH

Designed especially for sailboats and other low speed craft. Special static connection added to compensate for variations in pressure caused by roll and pitch of boat. Should be used only with No. 15 Pick-up Unit shown here. Dial calibrated in both knots and 2/10 MPH graduations.

$10.95 Retail (Head only).

NO. 15 DUAL CONNECTION THRU-HULL MOUNT Assembly similar to No. 19 (below) except it has dual fittings for pressure and static tubes required for No. 700 Sailboat head.

$9.00 Retail.



*CONTRALOG® MOVEMENT is an exclusive Airguide development which translates boat speeds through changing water pressure in such a manner that dial graduations are nearly uniform. Thus high, medium and low speeds can be read with equal ease and accuracy.

Recommended for use in FRESH WATER ONLY

$15 RETAIL

Airguide Outboard SPEEDOMETER

In choice of 3 speed ranges
15 MPH 30 MPH 45 MPH

DESIGNED ESPECIALLY FOR OUTBOARDS A complete portable unit, head, bracket, stabilizer and pitot all in one complete assembly. No tube connections to make. No holes to bore. User merely clamps it onto transom and it is ready for use. Mounted to one side of the motor, it does not interfere with and is not affected by the motor's operation. Quickly removed for safe-keeping. **$15.00 Retail.**

RUGGEDLY CONSTRUCTED Case heavily chrome plated. Adjustable for transoms 12" to 20" high and up to 1¾" thick. Overall height of unit 16½" with pitot retracted. Case diameter 4" with 3" dial. Sturdy, but light in weight for easy carrying, 1½ lbs.

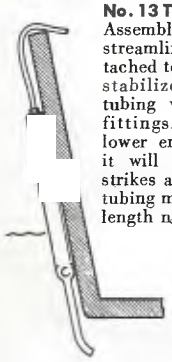
No. 704 • 15 MPH for fishing boats and other low speed outboards.

No. 705 • 30 MPH for small outboards.

No. 706 • 45 MPH for large outboards.

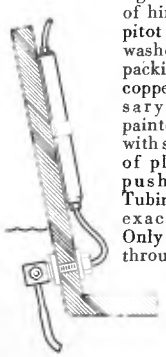
All models **$15.00 Retail** Complete

Airguide . . .



No. 13 TRANSOM MOUNT Assembly consists of 4" streamlined pitot tube attached to 10" painted brass stabilizer, 16' of plastic tubing with fast positive fittings. Pitot pivots on lower end of stabilizer so it will kick up when it strikes an obstacle. Plastic tubing may be cut to exact length needed.

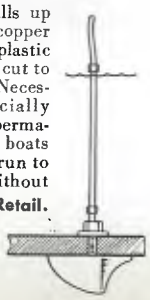
$5.00 Retail.



No. 18 THRU-TRANSOM MOUNT This unit provides a neater and more versatile installation with stabilizer mounted out of sight. Assembly consists of hinged 4" streamlined pitot tube, brass stud, washer and nut, rubber packing washer, 10" of copper tubing with necessary connectors, 10" painted brass stabilizer with strap and screws, 16' of plastic tubing with push-on connectors. Tubing may be cut to exact length desired. Only 7/16" hole required through transom.

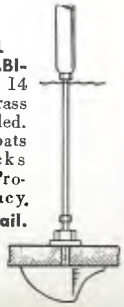
$7.50 Retail.

No. 14 THRU-HULL MOUNT Assembly consists of weedless design bronze pitot tube 3" long, threaded brass fittings for hulls up to 1¼" thick, 2½' of copper tubing, 8' of durable plastic tubing which may be cut to exact length desired. Necessary fittings. Especially recommended as a permanent installation in boats where tubing can be run to speedometer head without cut-backs. **$5.00 Retail.**



No. 19 THRU-HULL MOUNT WITH STABILIZER Same as No. 14 except 10" painted brass stabilizer has been added. Desirable for larger boats or where cut-backs cannot be avoided. Provides finest accuracy.

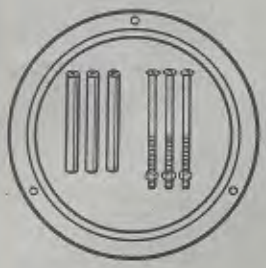
$7.50 Retail.



SPEEDOMETER ACCESSORIES

No. 16 EXTENSION KIT 8' of additional plastic tubing with a special connector so it can be added to standard lengths. Tubing can be cut to exact length desired by user.

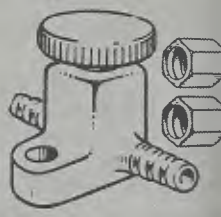
$2.00 Retail.



No. 17 PANEL MOUNT KIT For converting from regular flange mount to flush panel mounting. Kit contains chrome-plated brass bezel, bolts, spacers and necessary templates. **$2.50 Retail.**

No. 20 BLEEDER VALVE Mounted close to pick-up unit, it simplifies "bleeding" the Airguide Speedometer at necessary intervals. Made of black molded nylon, 1¼" long, ¾" wide, ¾" high. Valve screw is chrome plated brass. Two push-on connectors and mounting screw included.

$1.35 Retail.



Airguide

MATCHING CLOCK AND BAROMETER UNITS

. . . give an instrument panel that deluxe nautical look. And these two instruments not only match each other, but the Airguide Speedometer heads as well, with the same dimensions, finish and general appearance.

NO. 245 MARINE

Barometer

Chrome plated die-cast case with white details on black dial. Calibrated in both inches and millibars. A sturdily constructed instrument that will give dependable nautical service. Flange diameter 4″, dial 3″. **Price $10.00 Retail.** (May be converted to panel mounting by means of the MODEL 17 PANEL MOUNT KIT.)

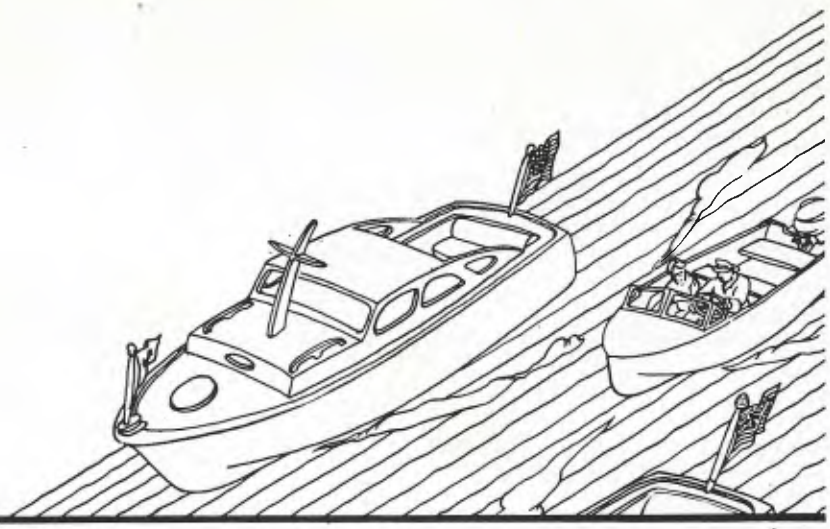
NO. 1245 MARINE

Clock

Matches No. 245 Marine Barometer in case and dial specifications. Fine 8-day, 7-jewel movement. Note that dial is scaled for both 12 and 24 hour readings. Always a popular piece of nautical fitting. Flange diameter 4″, dial 3″. **Price $25.00 Retail**

POPULAR AIRGUIDE MARINE *Barometers*

Three truly nautical barometers designed and engineered to high marine standards. Long popular with the boating set. Ideal for cruising or dry land desk and den. Ruggedly made, compensated, calibrated in both inches and millibars. Sensitive to slightest atmospheric changes. Diameter of dials, 4½″. Two models come in choice of natural polished brass or high polished chrome finished cases.



1957

Stock Boat Builders

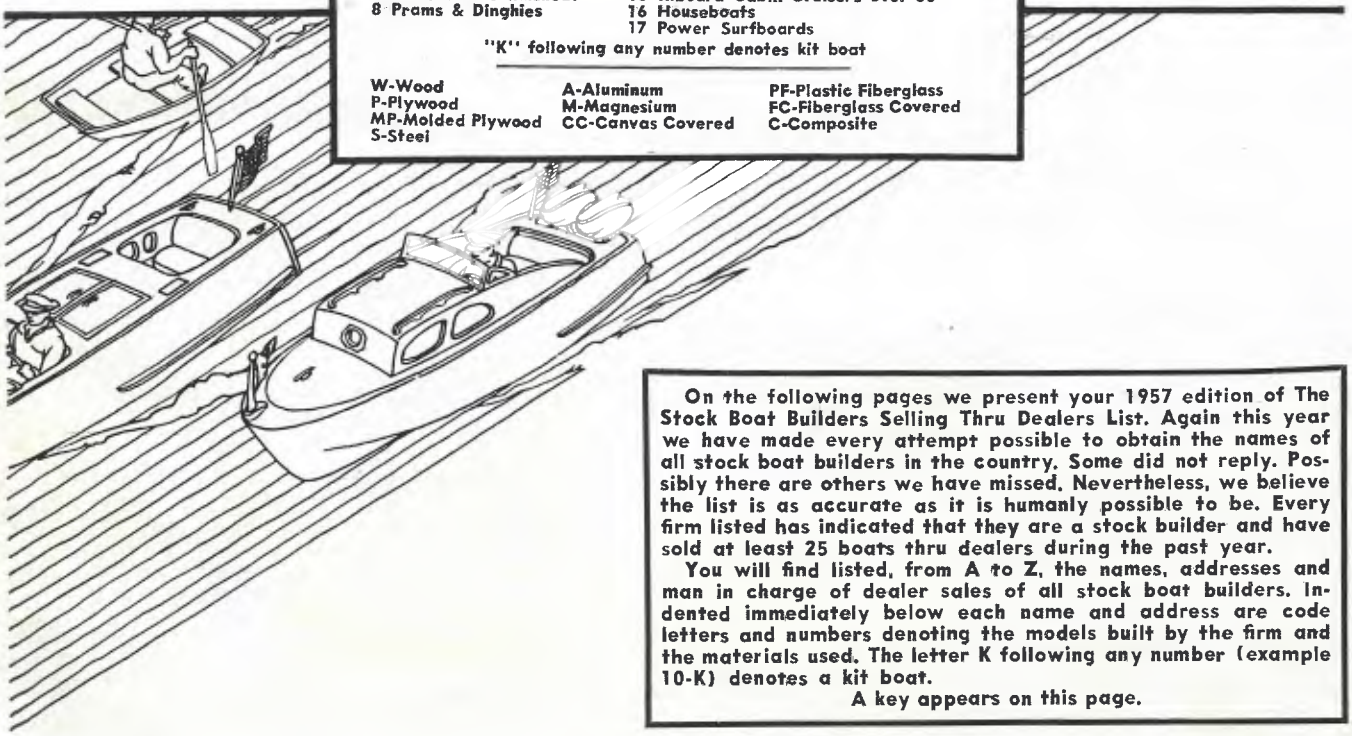
Selling Through Dealers

KEY TO MODELS & MATERIALS

1 Canoes
2 Duck Boats
3 Auto Top Boats
4 Folding Boats
5 Row Boats
6 Sail Boats
7 Hulls (to be finished)
8 Prams & Dinghies
9 Pedal Boats & Water Bikes
10 Outboard Runabouts & Utilities
11 Outboard Race Boats
12 Outboard Cabin Cruisers
13 Inboard Runabouts & Utilities
14 Inboard Cabin Cruisers to 30'
15 Inboard Cabin Cruisers over 30'
16 Houseboats
17 Power Surfboards

"K" following any number denotes kit boat

W-Wood
P-Plywood
MP-Molded Plywood
S-Steel
A-Aluminum
M-Magnesium
CC-Canvas Covered
PF-Plastic Fiberglass
FC-Fiberglass Covered
C-Composite



On the following pages we present your 1957 edition of The Stock Boat Builders Selling Thru Dealers List. Again this year we have made every attempt possible to obtain the names of all stock boat builders in the country. Some did not reply. Possibly there are others we have missed. Nevertheless, we believe the list is as accurate as it is humanly possible to be. Every firm listed has indicated that they are a stock builder and have sold at least 25 boats thru dealers during the past year.

You will find listed, from A to Z, the names, addresses and man in charge of dealer sales of all stock boat builders. Indented immediately below each name and address are code letters and numbers denoting the models built by the firm and the materials used. The letter K following any number (example 10-K) denotes a kit boat.

A key appears on this page.

A

The Acme Boat Company, E. Pearl St., Miamisburg, Ohio—R. N. Shade, Owner.
3,P; 5,P; 7,P; 10,P; 11-P; 2-K,P; 5-K,P; 10-K,P;

Aero Mfg. Corp., 600 S. Huntington Rd., Syracuse, Indiana—Frank G. Bieber, G. M.
3,A; 5,A; 10,A;

Afco, Inc., 215 East State St., Belding, Mich.—J. P. Engemann, S. M.
2,P; 3,P; 5,P; 7,P; 8,P; 10,P; 2-K,P; 5-K,P;

Albright Boat & Marine Co., 520 Penman St., P.O. Box 3681, Charlotte, N.C.—Robert J. Girard, V. P. & S. M.
10,P; 13,P;

Alcort, Inc., 1687 N. Main St., Waterbury, Conn.—Alex Bryan, Pres.
6,P; 6-K,P;

Alexandria Boat Works, Inc. Highway 52 East, Alexandria, Minn.—John C. Movold, S. M.
1,W; 2,W&P&A; 3,A&CC&PF.

Aluma-Craft Boat Co., 2633 27th Ave. So., Minneapolis 6, Minn.—Howard C. Griffin, S. M.
1,A; 2,A; 3,A; 5,A; 10,A; 11,A;

Aluminum Boats & Canoes, Inc., 100 Maple Ave., Princeville, Quebec, P.Q., Canada—S. Bergeron.
1,A; 3,A; 10,A&PF;

The American Fiberlast Co., Inc., Atlantic Ave., Boothbay Harbor, Maine—C. E. Jeffrey, G. M.
1,PF; 5,PF; 6,PF; 10,PF;

American Molded Fiberglass Co., 65 Governor St., Paterson, N. J.—S. Quentzel, S. M.
1,PF; 5,PF; 6,PF; 7,PF; 8,PF; 10,PF; 11,PF; 5-K,PF; 6-K,PF; 10-K,PF.

The Anchorage, Inc., Foot of Miller St., Warren, R.I.—Russell G. Lundstrom, Mgr.
3,W&PF; 5,W&PF; 6,W&PF; 7,PF; 8,W&PF; 10,PF; 13,W&PF&P; 14,PF;

Angler Boat Company, Inc., Corner Water & Liberty Sts., Penn Yan, New York—Howard P. Frum, V. P. & G. M.
10,W&C;

Anheuser-Schantz Mfg. Co., 2816 S.W. 3rd Ave., Fort Lauderdale, Fla.—Mr. Schantz, Pres.
3,PF; 7,PF; 8,PF; 10,PF; 13,PF; 14,PF;

Aqua-Queen Boat Div., c/o B & N Mfg. Co., Inc., Elkhart, Ind.—V. Sailor, Mgr.
2,A; 3,A; 5,A; 10,A;

Dan Arena Co., 32020 N. River Rd., Mt. Clemens, Mich.—Dan Arena, Owner.
13,PF;

Associated Naval Architects, Inc., 400-500 Washington St., West Norfolk, Va.—Edgar S. Everhart, Pres.
10P&W; 12,P&W; 13,P&W; 14,W;

Atlanta Boat Works, 665 Pylant St. N.E., Atlanta, Ga.—Don E. Pinyan
10,P;

Azar Boats, Inc., 2126 4th Ave. So., Birmingham, Ala.—Woodrow Azar, Pres.
10,P; 11,P;

B

Badger Boat Builders, Couderay, Wis.—Edward J. Forrester, Owner.
2,PF; 5,PF&FC; 10,PF&FC;

Bahama Skiffs, Inc., 501 N. W. South River Dr., Miami, Fla.—J. Davis, S. M.
10,W; 12,W; 13,W; 14,W;

Barbour Boats, Inc., New Bern, N.C.—Edward Weigl, Pres.
10,W&P; 13,W&P;

Guy Barnette & Co., Inc., 239 S. Dudley St., Memphis 4, Tenn.—L. E. Barnette, Mgr. of Sls.
5,A; 10,A;

Beall Boat Shop, Box 388, Severna Park, Md.—Mrs. Ann Beall, ½ Owner, John E. Beall.
2,MP; 5,P; 10,MP;

Beetle Boat Company, Inc., Foot of Grinnell St., New Bedford, Mass.—Osmond T. Baxter, Ass't. S. M.
2,PF; 3,PF; 5,PF; 6,PF; 7,PF; 8,PF; 10,PF; 12,PF; 13,PF; 14,PF; 10-K,PF; 12-K,PF; 13-K,PF; 14-K,PF;

Bellingham Shipyards Company (Bell Boy Boats Div.), Foot of Cornwall Ave., Bellingham, Wash.—T. J. Glenn, S.M.
3,PF; 8,PF; 10,PF; 12,PF; 13,PF;

Blue Mfg. Co., Inc., 2221 North Main St., Miami, Okla.—George Newman, S. M.
3,A; 10,A;

Bluewater Products, Inc., 410 N. Spring Garden Ave., DeLand, Fla.—S. S. Marvin, Pres.
5,PF; 10,PF;

Boat Kits, Inc., 3404 Lyndale Ave., So., Minneapolis 8, Minn.—R. J. Luger, Pres.
10,P; 10-K,P;

Otis C. Borum Boats, Inc., 129 E. 21st St., Jacksonville 1, Fla.—John E. Borum, S. M.
10,P; 13,P;

Bowman Manufacturers, Inc., 1823 Woodrow St., Little Rock, Ark.—James Cassil, S. M.
2,A; 3,A&PF; 5,S&A; 8,A; 10,P&A&PF&FC.

Bristol Boats, Bingham, Maine—Steve Mihovan, S. M.
7,P; 10,P; 13,P; 14,P; 15,P;

British Marine Products, 80 Shore Rd., Port Washington, N. Y.—William Carduner, V. P.
8,PF; 10,P; 13,P;

Broadwater Boat Co., Shadyside, Md.—David B. Ritchie, S.M.
2,P; 3,P; 5,P; 7,P; 8,P; 2-K,P; 5-K,P; 8-K,P;

Brownie Boats, 191 Oakwood Dr., Avon Lake, O.—Edwin A. Brown.
3,PF; 10,PF;

Bryant's Marina, 1117 E. Northlake, Seattle, Wash.—Max Whitcomb, Small Boat Dept. Mgr.
10,P; 12,P;

C

Cadillac Boats, Ltd., R. R. #1, Winnipeg, Manitoba, Canada—Jerry Feigleman, Pres.
3,W&FC; 6,W&FC; 10,W&FC; 12,W&FC;

Cadillac Marine & Boat Co., First Ave. & 7th St., Cadillac, Mich.—John H. Bushnell, V. P. & D.S. & S.M.
3,A; 5,A; 10,MP&A&PF;

Cal-Boat Corp., 16515 S. Normandie, Gardena, Calif.—Bob Shaw, Pres.
7,P; 10,P; 12,P;

Cape Cod Shipbuilding Co., Wareham, Mass.—E. L. Goodwin, Pres.
2,PF; 3,PF; 5,PF; 6,PF; 8,PF; 10,PF; 11,PF; 12,PF;

Casey-Craft Boat Co., Mermentau, La.—Allen Medus, S. M.
7,S; 10,S; 13,S; 14,S; 15,S; 16,S;

Carlisle Marine Mfg. Co., 194 S. Canal St., Yardley, Pa.—David H. Lewis, S. M.
10,W&P; 13,W&P;

Carter Craft Corp., P.O. Box 591, Panama City, Fla.—R. H. Patrick, V.P.
10,P;

Carver Boat Corp., 8833 South 27, Milwaukee, Wis.—George M. Verhagen, V. P.
2,MP; 7,MP; 10,MP; 13,MP; 2-K,MP; 13-K,MP;

Carver Boat Corp., Pulaski, Wis.—C. A. Carter, Pres.
7,MP; 10,MP;

Century Boat Co., Sixth Ave., Manistee, Mich.—Robert R. Lutz, V. P. & Dir. Sls.
10,W; 13,W;

Champion Boats, 1524 W. 15th St., Long Beach, Calif.—R. A. Hounsell, V. P. Sls.
10,P&FC; 13,P&FC; 14,P&FC;

Chetek Boat Corp., Dovre Road, Chetek, Wis.—Mrs. Gwen Larsen, Secy-Treas.
10,W&P&FC;

Crestliner Boats, Little Falls, Minn.—L. S. Ryan, Jr., S. M.
2,A; 3,A; 5,A; 10,A; 12,A;

Chris-Craft Corp., 2001 Pte. Tremble, Algonac, Mich.—Wayne Pickell, V.P./Sls.
12,W&P; 13,W&P; 14,W&P; 15,W; 16,W; 5-K,W&P; 8-K,W&P; 10-K,W&P; 12-K,W&P; 13-K,W&P; 14-K,W&P;

Clayt's Boat Shop, 279J Maple St., Toms River, N. J.—Robert I. Clayton, Owner.
5,W&P; 6,W&P;

Clayton Yacht Works, Fischer Bldg., Toms River, N.J.—Hugh C. Clayton, Owner.
14,W; 15,W;

ClipperCraft Marine Distributors, 201 S.E. Spokane St., Portland 2, Ore.—W. Nash, S. M.
3,P; 7,P; 10,P; 12,P; 5-K,P; 10-K,P; 12-K,P;

The Cogren Company, 35 Norfolk Drive, E., Elmont, Long Island, N.Y.—Walter E. Coppola, Owner.
3,P; 12,P&CC&FC;

The College Mill, 7800 Flower Ave., Takoma Park, Md.—Richard H. Hill, Mgr.
10,P;

Colonial Boat Works, Inc., P.O. Box 309, Millville, N.J.—Earl W. Nickerson, S. M.
15,W;

Commodore Boats, Highway #17 South, New Bern, N. C.—Edward Weigl, Pres.
10,W; 13,W; 14,W;

The Connecticut Boat Co., Inc., 654 Steamboat Rd., Greenwich, Conn.—M. "Pete" Marston, Factory Rep.
2,P; 3,P; 5,P; 6,P; 8,P; 10,P&FC;

Consolidated General Products, Inc. (Boat Div.), 611 W. 22nd St., Houston 8, Texas—Chas. McGill, Div. Mgr.
10,A;

Continental Products Corp., 5211 Lemmon Ave., Dallas, Texas—W. H. Jones, G. M.
7,W&P&C;

Correct Craft, Inc., Orlando, Fla.—Norman M. Sewell, S. M.
10,P; 12,P; 13,W&P; 14,W&P; 15,W;

Cowell Boat Works, MR. 13 East Lake Rd., Erie, Pa.—Joe Hedinskey, Mgr.
10,W&P.

Cris-Wood, Inc., Route 6, Seekonk, Mass.—Leo J. Bourgault, Owner.
3,MP; 7,MP; 10,MP; 12,MP; 13,MP;

Crosby Aeromarine Co., Div. of Midwestern Industries Corp., Grabill, Ind.—Eddie Meltzer, V. P. & S. M.
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3,P; 5,P; 6,P; 7,P; 10,P; 11,P; 12,P; 13,P; 14,P; 2-K,P; 5-K,P; 6-K,P; 8-K,P; 10-K,P; 12-K,P; 13-K,P; 14-K,P;

D

Dallas Engineers, Inc., Trucksville, Pa.—Hanford L. Eckman, S. M.
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Delta Boat & Marine Motors, 4535 Southwest Highway, Oak Lawn, Ill.—Jerry Fencl, Pres.
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De Silva Boats, 3215 S. La-Cienega Ave., Culver City, Calif.—Ralph De Silva, Mgr.
10,W&P; 11,W&P;

Dial Craft Boats, Inc., 819 Congress, Texarkana, Texas—W. W. Connell, Sr., Ex. V. P.
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Dixie Boat Works, Newton Bypass, P. O. Box 322, Newton, N. C.—Clifton Bollinger, S. M.
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Dolphin Craft Boat & Canoe Co., Belgrade Rd., Oakland, Me.—Frederick L. Roy, Mgr.
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Dorsett Plastics Corp., 1973 Lafayette St., Santa Clara, Calif.—E. B. Isett, S. M.
10,PF; 12,PF;

Douglass & McLeod, Inc., Box 311, Painesville, Ohio—R. H. McLeod, Pres.
6,MP; 6-K,MP;

Dreamboat Mfg. Corp., P O. Box 212, Guntersville, Ala.—Robert P. Goodman, Pres.
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DuCraft Boats, Rte. 1, Box 800, Port Orange, Fla.—C. D. Sikes, S. M.
7,P; 10,P; 12,P; 13,P;

Dundee Boat Company, Inc., 72 Bigelow Ave., Dundee, New York—Joseph Cropp & E. R. Kellogg, Owners.
5,MP; 10,MP;

Dunphy Boat Corp., Broad at Parkway, Oshkosh, Wis.—O. J. Bloom, Ass't. G. M.
10,MP;

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2,A; 3,A; 5,A; 8,A; 10,A; 12,A;

Duratech Mfg. Corp., 12 Paulding St., Pleasantville, N.Y.—Roy I. Moss, S. M.
2,A; 3,A; 5,A; 6,A; 8,A; 10,A; 12,A;

E

Charles E. Eaton (Clipper Line Boats), RFD 5, Portland, Me.—Charles E. Eaton, Owner.
10,A;

Eckenroth Motor & Boat Mfgrs., 3501 Detroit Ave., Cleveland 13, Ohio—Roland H. Wenzel, S. M.
3,A; 5,A; 10A; 11,A; 13,A;

Econette Cruisers, C.M.R. 116, Peoria, Ill.—George A. Zeller, Owner.
8,P; 10,P; 12,P.

Egg Harbor Boat Co., Inc., 412 Boston Ave., Egg Harbor City, N.J.—Philip Boyd, Secy.
15,W;

The P. Evanson Boat Co., 236 W. Johnson St., Philadelphia 44, Pa.—S. W. Evanson, S. M.
6,W;

F

Falls City Flying Service, Inc., Marine Div., Standiford Field, Louisville, Ky.—George C. Garcia, V. P.
7,S&A; 16,S&A;

Feather Craft, Inc., 450 Bishop St. N.W., Atlanta 13, Ga.—Frank M. Kibler, V.P. & S.M.
2,A; 3,A; 5A; 10,A;

Fenne Boat Corp., P. O. Box 2891, Sarasota, Fla.—Leroy R. Fenne, Pres.
10,P;

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10,P; 12,P;

Fiber Craft, 1820 N.E. 146th St., North Miami, Fla.—Tom Bennett, Pres.
10,PF; 12,PF;

Fiberglass Boat Co., Inc., Highway #6, Waverly, Neb.—R. C. Salisbury, V.P. & S.M.
10,PF;

Finn-Craft, Inc., 55 West 42nd St., New York 36, N. Y.—George Matso, V. P.
10,W; 11,W; 12,W; 13,W;

Finnware Trading Corp., 1141 Broadway, New York, N. Y.—Erick Eronen, Pres.
6,W; 10,W; 12,W; 13,W; 14,W;

Fisher-Craft, Inc., 4635 S. Harlem Ave., Berwyn, Ill.—Frank J. Fisher, Pres.
7,PF; 10,PF;

The Fitts Industries, Inc., 2227 Greensboro Rd., (P.O. Box 9068), Tuscaloosa, Ala.—Frank Fitts, Jr., Pres.
10,P;

Fleetcraft Marine Sales Co., 1235 E. Florence Ave., Los Angeles 1, Calif.—Robert R. Chesley, Owner.
3,P&PF&FC; 7,P&PF&FC; 8,P&-PF&FC; 10,P&PF&FC; 12,P&PF&-FC; 13,P&PF&FC; 14,P&PF&FC; 8-K,P; 10-K,P; 12-K,P; 13-K,P; 14-K, P.

Fleetform Corporation, P. O. Box 4106, Hicks Field, Fort Worth 6, Texas—Gene Cozart, S. M.
10,P; 13,P.

Florida Fiberglass Products, Inc., 329 River St., Palatka, Fla.—A. H. Davis, Pres.
5,PF; 7,PF; 10,PF; 12,PF; 15,PF.

Flotel, 1 Main St., Richmond, Ind.—Richard Gennett, V. P.
10,P&A; 16,P&A.

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10,PF.

Folbot Corp., Stark Industrial Park, Charleston, S.C.—J. Kissner, Pres.
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Fortune Boats, Inc., 126 Dorrance St., Providence, R. I.—Rick Angle, S.M.
2,W&CC; 4,W&CC; 6,P; 10,P; 12,P.

Freeland Sons Company, Box 30, Sturgis, Mich.—J. C. Freeland, S.M.
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G

Gad-A-Boat Mfg. Corp., 13015 Huron River Drive, Romulos, Mich.—B. J. Moore, S.M., Robert R. Hayes, Secy-Treas.
3,PF; 10,PF.

C. C. Galbraith & Son, Inc., Maple Place & Manchester Ave., Keyport, N.J.—A. W. Galbraith, V.P.
13,W; 14,W;

General Boat Corporation, 119 S.E. 17th St., P.O. Box 97, Grand Prairie, Tex.—Joe E. Hannon, Pres.
2,A; 5,A; 8,A; 10,A; 12,A;

General Marine Company, Speedliner Boats, 6 & Oak Sts. St. Joseph, Mo.—Ralph Hardman, S.M.
7,P; 10,P&PF; 11,P; 5-K,P; 10-K,-P; 12-K,P; 14-K,P;

General Marine Sales, 2615 E. Krist Blvd., Dallas 16, Texas—George Anderson, S.M.
5,W&A; 10,W&A; 12,W; 13,W; 14,W; 15,W;

General Motorboat Corp., P. O. Box 827, Annapolis, Md.—Eric J. Steinlein.
10,P; 12,P; 13,P; 14,P;

Geneva Boat Company, 2699 Geneva Hwy., Manitou Beach, Mich.—A. P. Greenwood, Owner.
10,P;

Gibbs Boat Co., 5902 Edgewater Drive, Toledo 11, Ohio—R. L. Gibbs, Mgr.
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Glas-Craft Co., 705 Pemberton St., P.O. Box 5031, Fort Worth, Tex.—Kenneth Morrison, G.M.
3,PF; 7,PF; 8,PF; 10,PF;

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10,PF; 12,PF;

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10,PF; 12,PF; 13,PF;

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2,PF; 3,PF; 6,PF; 10,PF; 12,PF; 14,PF;

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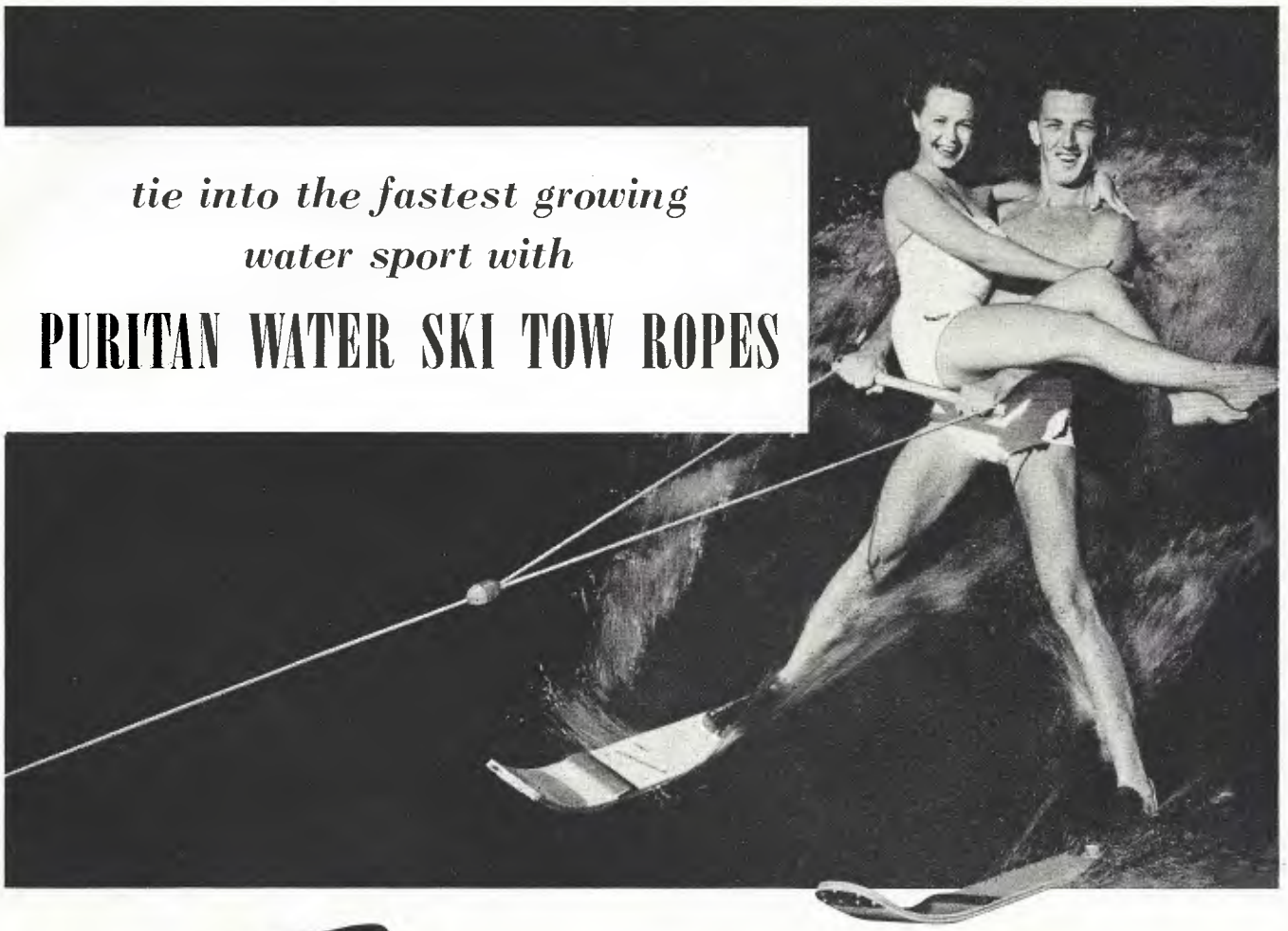

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Set includes: display box, instruction booklet, 75 ft. Blue-Line quality water ski tow rope, high impact dylene float and hardwood handle. Packed 10 sets to 26 lb. carton.

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Grafton Boat Works, Oak St., Grafton, Ill.—E. D. Fry, Owner.
7,S; 14,S; 16,S;

Ray Greene & Company, 508 South Byrne Rd., Toledo 9, Ohio.
2,PF; 5,PF; 6,MP&PF; 7,PF; 8,PF; 10,PF;

Grumman Boats, Inc., Marathon, N. Y.—Fred W. Berndt, S.M.
1,A; 3,A; 5,A; 6,A; 8,A; 10,A;

H

Hacker Boat Co., P.O. Box 247, Mt. Clemens, Mich.—Sam McCready, Sls. Dept.
10,W; 13,W; 14,W;

Halsey Boat Company, Folly Road, James Island, Charleston, S. C.—R. O. Halsey, Owner.
2,W&P; 3,P; 5,P; 7,P; 10,P; 12,P;

Hampden Wood Products, Inc., 155 River St., West Springfield, Mass.—Marshall Thompson, S.M.
3,P; 5,W&P; 8,P;

Harwill, Inc., 400 Water St., St. Charles, Mich.—Douglas Wiltse, Dir. of Sls.
1,A; 2,A; 3,A; 5,A; 8,A; 10,A;

Herberts Boats, 2905 E. Pacific Coast Hwy., Long Beach, Calif.—C. A. Herberts, Owner.
7,P&FC; 8,P&FC; 10,P&FC; 11,P&FC; 12,P&FC; 13,P&FC;

Higgins, Inc., P.O. Box 8001, New Orleans, La.—Bert Oakley, S.M.
10,P; 12,P; 13,P; 14,P;

Holiday Yachts, Inc., Centerport, N. Y.—R. A. Johnson, Pres.
6,W&P&S&PF&FC; 7,W&P&S&PF&FC; 8,P&PF&FC; 14,W&P&S&FC; 15,W&P&S&FC;

Hollywood Boat & Motor, So. 43rd & Union Ave., Tacoma, Wash.—H. A. Esborg.
10,P; 12,P;

Horst Mfg. Company, 12675 Haggerty Rd., Belleville, Mich.—John L. Leet, S.M.
9,S&A;

Hydro Keel Draft Co., 605 Singleton, Dallas, Texas—W. J. Hamilton, Jr., S.M.
10,A&FC; 12,A&FC; 10,K,A&FC; 12-K,A&FC;

I

Industrial Shipping Co., Ltd., Mahone Bay, Nova Scotia, Canada—A. R. Roy, Pres.
3,MP; 7,MP; 10,MP; 11,MP; 12,MP; 13,MP; 14,MP;

Inland Lakes Boat Works, Inc., Rte. 4, Madison 4, Wis.—F.W. Coats, Pres.
7,MP;

Inland Seas Boat Co., Inc., 3457 West 140th St., Cleveland 11, Ohio—Ray M. McCarty, V.P.
7,S; 13,S; 14,S; 15,S;

Interior Boatbuilders (Bellecraft) Ltd., 1150 River St., Kamloops, B. C., Canada—A. L. Bellerive, S.M.
3,P; 5,P; 7,P; 10,P; 12,P;

International Shipbuilding Corp., 471 N. E. 79th St., Miami 38, Fla.—Eugene Lowe, V.P.
10,W&P; 12,W&P; 13,W&P; 14,W&P;

International Yacht Sales, 604 Kerr Bldg., Detroit 26, Mich.—Nils Lucander.
6,PF;

J

J & R Plasticraft Corp. Reeseville, Wis.—H. D. Sorenson, S.M.
5,PF; 10,PF;

Jony Jackson Boat Co., Casselberry, Fla.—Jony Jackson, Pres.
10,P;

Fred Jacoby Boat Works, 1708 40th St., North Bergen, N. J.—Emile Jacoby, V.P. & S.M.
11,P;

K

Kauffman Boat Works, P.O. Box 188, Osprey, Fla.—George Kauffman, Jr., Owner, Pres. & S.M.
5,W&P; 10,W&P;

Kaye Yacht Pontoon Boat Co., 502 N. Front St., Mankato, Minn.—Gene Biedscheid, S. M.
16,S (Pontoon Boats);

Kaysea Kraft Boat Co., 1706 Euclid Ave., Cleveland, Ohio—M. E. Rogat, Owner.
6,PF; 10,A; 16,A;

Kehrig Mfg. Co., 49924 Van Dyke Ave., Utica, Mich.—John Kehrig, Pres.
15,S;

G. Flanders Keller Enterprises, Port Treverton, Pa.—G. Flanders Keller, Owner.
5,P; 7,P&FC; 10,P&FC; 12,P&FC; 13,P&FC; 14,P&FC;

Kelson Engineering Co., 11274 E. Rush St., El Monte, Calif.—F. O. Haas, G.M.
3,W&P&FC; 7,W&P; 10,W&P&FC; 12,W&P&FC;

Kenner Boat Co., Inc., Knoxville, Ark—K. R. Williams, S.M.
3,P&FC; 5,P&FC; 6,P&FC 7,P&FC; 10,P&FC; 12,P&FC; 16,P&FC;

Kiak-Kanu Boat Co., Pleasant St., Conway, New Hampshire—Mrs. Mary K. Campbell, S.M.
2,W&CC; 3,W&CC; 5,W&CC;

Kiski Plastics Co., Inc., P. O. Box 552, Saltsburg, Pa.—W. McWilliams, Sec-Treas.
8,PF; 10,PF;

Klepper Company, 1472 Broadway, New York 36, N.Y.—Albert N. Larrington, Pres.
4,6&8(5-Ply Rubber)

L

Laby Engineering Co., 16028 Blythe St., Van Nuys, Calif.—Jordan M. Laby, Owner.
3,PF; 5,PF; 6,PF; 8,PF;

LaCross Boat Works, Star Route, Alpena, Mich.—Charles LaCross, Partner.
7,P; 10,P;

Ladd Built Boats, 1514 East Scotts Ave., Stockton, Calif.—Roy Semple, S.M.
5,P; 6,P; 7,P; 10,P; 12,P; 13,P; 14,P; 6-K,P; 10-K,P; 12-K,P; 13-K,P;

Lake Craft Boat Co., 3021 Hamline Ave., North, St. Paul, Minn.—Panzer-Bertram, Partners.
2,P; 3,P; 5,P; 7,P; 10,P; 11,P;

Lakefield Boats — Clemons Sales, Upper Floyd Ave., Rome, N.Y.—C. H. Clemons, Pres.
3,W; 5,W; 10,W;

Larson Boat Works, Little Falls, Minn.—K. L. Larson, Partner.
1,PF; 2,PF; 3,PF; 5,PF; 8,PF; 10,W&PF&FC; 12,W&FC;

Lawrence Boat Company, 4975 W. Washington St., Orlando, Fla.—F. A. Barnes, Plt. Mgr.
10,P; 12,P; 13,P; 14,P;

Lawrence Plycraft, Inc., 39 South Canal St., Lawrence, Mass.—Richard F. Mazzari, S.M.
8,P&FC; 10,P&FC; 12,P&FC;

Leake' Boat Yard, Foot of Evergreen Ave., Jacksonville, Fla.—W. F. Leake, Owner.
10,W;

Leavens Bros. Ltd., 3220 Dufferin St., Fairbank P.O., Toronto, Canada—C. R. Leavens, G.M.
3,PF; 7,PF; 10,PF; 13,PF;

C. P. Leek & Sons, Inc., R.F.D. 2, Lower Bank, Egg Harbor City, N. J.—John E. Leek, Sr., Pres.
14,W; 15,W;

LeisureLine, Inc., P. O. Box 354, Waukegan, Ill.—Hugh D. Robinson, Jr., Pres.
16,P;

Lone Star Boat Company, Box 698, Grand Prairie, Texas—Roy E. Hughes, S.M.
2,A; 3,A&PF; 5,A&PF; 8,A&PF; 10,A&PF; 12,A&PF; 13,A; 14,A;

Lyman Boat Works, Inc., 1615 First St., Sandusky, Ohio—R. E. Miller, S.M.
10,P; 13,P;

Mc

McCall & Company, Ltd., Box 50, St. Williams, Ontario, Canada.
10,W&MP&FC;

Fred McCarthy Boats, 2207-15 Howell St., Camden 5, N. J.—Fred McCarthy, Pres.
6,P; 8,P; 10,P;

McKean Boats, 180-200 E. Prospect Ave., Mamaroneck, N.Y.—Robert B. McKean, Prop.
6,P; 8,P; 6-K,P;

M

Mac Bay Boat Company, 5605 Airline Rd., P. O. Box 277, Muskegon Heights, Mich.—Eugene E. O'Neill, S.M.
10,MP; 13,MP;

Marble Boat Mfg. Co., Lucedale, Miss.—Ward Kaufman, Sls. Rep.
3,MP; 7,MP; 10,MP; 10-K,MP;

Marine Plastics, Inc., 2759 Ludelle St., Fort Worth 5, Tex.—H. L. Cain, V.P.
2,PF; 10,PF;

Mariner Boat Co., Inc., Plant & Office, 36480 Main St., New Baltimore, Mich.—R. Pugh, S.M.
7,W; 13,W;

Marlin Boat Co., 1024 N. Tamiami Trail, Ft. Myers, Fla.—H. Fiore, Mgr.
6,P&PF; 8,P&PF; 10,P&PF; 12,P&PF;

Marscot Plastics, Inc., 19 County St., New Bedford, Mass.—Duncan I. Scott, Pres.
2,PF; 5,PF; 6,PF; 7,PF; 8,W&PF; 9,W; 10,PF; 12,PF; 13,PF; 14,PF;

Martin Boats, 7th & Findley Sts., Portsmouth, Ohio—W. L. Fuller, Jr., S.M. (Factory—Cynthiano, Ky., Jack Martin, Sls.).
10,MP; 12,P; 13,P&MP; 14,P;

The Matthews Co., Port Clinton, Ohio—R. E. Reynolds, V.P. & G.S.M.
15,W;

May Craft, River Road, Mays Landing, N.J.—Robert E. Young, S.M.
13,P; 14,P;

Mercury Boat Company, 2711 Tulare Ave., Burbank, Calif.—W. E. Nollenberger, Pres.
7,W; 13,W; 14,W; 13-K,P;

Merline Boat Company, 9740 E. Firestone Blvd., Downey, Calif.—Edward J. Globokar, Pres.
3,P&FC; 5,P&FC; 7,P; 8,P&FC; 10,P&FC; 11,P&FC; 12,P&FC; 13,P&FC; 14,P&FC; 2-K,P; 5-K,P; 8-K,P; 10-K,P; 12-K,P; 13-K,P; 14-K,P;

Meyers Marine, Inc., Highway 30, Columbia City, Ind.—W. Meyers, Pres., Tom Bennett, Treas.
7,PF; 10,PF; 11,PF; 10-K,PF;

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For 10 years Wizard's dealers have profited from their direct factory franchises. Now this franchise is even more attractive because all Wizard boats are OBC certified. Boats when you need them and in the sizes your customers require.

USER ACCEPTANCE... Over 14,000 Wizard Fiberglas Boats have been tried and proven throughout the free world... from steaming jungle streams to icy seas.

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P. O. Box 246-T, 2075 Harbor Blvd., Costa Mesa, Calif.
P. O. Box 28-T, Industrial Ave., St. Joseph, Michigan

More Data No., Wizard Boats 74

Milo Craft Boats, 7737 S. Western Ave., Chicago 20, Ill.—E. Fencl, Pres.
2,MP; 3,MP; 5,MP; 7,MP; 10,-MP; 12,MP; 10-K, MP; 12-K, MP;

Minnetonka Boat Works, Wayzata, Minn.—Walter G. Olsan, S.M.
5,W; 10,P;

Mobilcraft Boat Co., 9629 E. Valley St., Rosemead, Calif.—John F. Herbert, Owner.
3,PF; 5,PF; 7,PF; 10,PF; 12,PF; 13,PF; 14,PF;

Molded Fiber Glass Boat Company, 55 Fourth Ave., Union City, Pa.—H. A. Lathrop, G.M.
10,PF;

Molded Products, Inc., Cockeysville, Md.—E. C. Hewitt, Secy-Treas.
10,MP;

Monostructure, Inc., Sarasota-Bradenton Airport, Sarasota, Fla.
16,P;

Munro Boats & Motors, Ltd., 250-266 Springbank Drive, London, Ontario, Canada—John R. Munro, Mgr.
1,PF; 3,PF; 5,PF; 7,PF; 10,PF; 11,PF;

Muskoka Canoe, Ltd., Bracebridge, Ontario, Canada—James Cridland, S.M.
1,PF; 3,PF; 10,W; 8-K,W; 12-K,W;

Myers Aircraft Co., Box 721, Tecumseh, Mich.—C. B. Brock,
10,A; 3,A;

N

Naden Industries, 505 Fair Avenue, Webster City, Ia.—Richard Zolinosky, S.M.
10,A; 12,A;

Nehls Boat Company, 220-22 Edgewater St., Portage, Wisc.—Wayne C. Nehls, Partner.
2,P; 3,P; 5,P; 10,P&MP; 12,P; 16,P;

Neptuna Corp., 723 Sonora Ave., Glendale, Calif.
16,S&A;

New York Rubber Corp., 100 Park Ave., New York 17, N.Y.—H. G. Harris, V.P.
Rubberized Fabric Inflatable Boats;

Newsome Fiberglass, Inc., 3199 9th St., South, Bradenton, Fla.—C. P. Ives, V.P.
3, PF; 10,PF; 12,PF;

Nipissing Boat Co., Ltd., Box 295, North Bay, Ontario, Canada—J. H. Plue, Office, Mgr.
3,W; 10,W; 12,P;

Norseman Boat Company, P.O. Box 191, Bellingham, Wash.
10,P; 12,P;

North American Marine, Inc., Highway 15 North, Warsaw, Ind.—Al Reque, S.M.
10,MP; 12,P; 13,MP;

Northern Reinforced Plastics Corp., 206 E. Mulberry St., Stillwater, Minn.—Clark Daily, Pres.
2,PF; 5,PF; 10,PF; 12,PF; 13,PF;

North Star Marine Mfg. Co., 600 West 10th St., Monmouth, Ill.—N. W. Ekblaw, Pres.
10,S&PF; 11,S&PF; 12,S&PF;

Northwestern Boat & Mfg., 19740 Ten Mile Rd., West, Detroit 19, Mich.—R. W. Self, S. M.
3,P; 5,P; 10,P; 12,P; 13,P;

O

Old Town Canoe Co., Old Town, Me.—Deane Gray, S.M.
1,CC; 3,CC; 5,W&CC; 6,W&CC; 8,CC; 10,W&CC;

Orlando Boat Company, 501 Elwell St., Orlando, Fla.—C. J. Wray, S.M.
10,A;

Orlando Marine Co., 2421 S. Kuhl Ave., Orlando, Fla.—W. H. Critchfield, Mgr.
10,P; 12,P;

Owens Yacht Company, Inc., Stansbury Road, Baltimore 22, Md.—E. H. Cusworth, V.P.S.
10,P; 12,P; 13,P; 14,W&P; 15,W;

P

Pabst Boats, 1648 Liberty St., LaCrosse, Wisc.—Norman W. Pabst, Owner.
10,P; 11,P;

Pacific Plastics Company, 2724 Sixth Place, So., Seattle 4, Wash.—Bill Zauales, S.M.
3,PF; 8,PF; 10,PF; 12,PF; 14,PF;

Pallu Products, 430 S. Schuyler Ave., Bradley, Ill.—Russell Kaufman, Owner.
10,P&PF; 12,P&PF;

Partee Boat Mfg. Co., 104 Coles Ferry Pike, Lebanon, Tenn.—C. H. Partee, Owner.
10,W&MP&FC;

Pedal Boat Company, 3585 Collins Ave., Miami Beach, Fla.—Robert E. Kizer, Pres.
9 (Fiber Glass Pontoons);

Peninsular Fiberglass Products, Inc., 1067 E. 30th St., Hialeah, Fla.—Paul M. Willens, Pres.
3,PF; 8,PF; 10,PF; 12,PF;

Penn Yan Boats, Inc., Penn Yan, N.Y.—R. J. Buckley, V.P. & S.M.
1,C; 3,C; 5,P&C; 8,C; 10,W&P-&C; 11,C;

Penobscot Boat Works, Sea St., Rockport, Me.—John R. Ball, S.M.
10,W; 12,W; 13,W;

Pere Marquette Fiberglas Boat Co., Inc., First St., Scottville, Mich.—R. T. Rudysill, Pres.
1,PF; 2,PF; 5,PF; 10,PF;

Persely & Riehl Mfg. Co., Box 381, Port Clinton, Ohio—Floyd Beekman, S.M.
2,S; 5,S; 7,S; 8,S; 10,S; 12,S; 13,S; 14,S; 15,S;

The Peterborough Canoe Company, Ltd., 270 Water St., Peterborough, Ontario, Canada—R. Miller, S.M.
1,W&A&CC&PF; 3,CC; 5,W&-A&PF; 6,W; 8,W; 10,W&MP&A&-PF; 12,W;

Pioneer Mfg. Co., 301 Perry St., Middlebury, Ind.—Vernon D. Shoup, S.M.
1,A; 3,A; 5,S; 8,S&A; 10,S&A;

Pipestone Sales Company, P. O. Box 311, Pipestone, Minn.—H. V. Westerhuyzen, S.M.
2,PF; 3,PF; 5,PF; 10,PF; 13,PF;

Plastic Fabrications, Inc., 940 S. W. 69th Ave., Miami, Fla.—George White, S.M.
10,PF; 12,PF;

Plaza Craft Boat Co., Dixon, Miss.—Al Harding, Pres.
3,A; 5,A; 10,A; 12,A; 16,A;

Plycraft, Inc., 39 South Canal St., Lawrence, Mass.—Paul R. Goldman, Mgr.
3,P&FC; 5,P&FC; 8,P&FC; 10-P&FC; 11,P&FC; 12,P&FC;

Polar Kraft Mfg. Co., 1237 N. Watkins, Memphis, Tenn.—Thos. W. Jones, Partner.
2,A; 3,A; 5,A; 10,A; 13,A;

Polymer Engineering Corp., 1100 Houston Club Bldg., Houston 2, Texas—W. I. Hudson, V.P.
1,PF; 7,PF; 10,PF; 11,PF; 13,PF; 14,PF;

Pompano Boat Co., N. Old Dixie Hwy., R#1, Box 1056-F, Pompano Beach, Fla.—Charles H. Duis, Jr., Owner, D. V. Traphagen, Mfgs. Rep.
10,P; 12,P; 13,P;

Porta Company, Inc., 32 Neponset St., Canton, Mass.—Malcalm N. Stanley, Pres.
2,CC; 4,CC;

Precision Marine Co., 2271 Garrett Rd., Drexel Hill, Pa.—Henry J. Fleming, Jr., V.P.
10,MP; 11,MP; 12,MP; 13,MP; 14,MP;

Provo Boat & Sport Shop, P. O. Box 265, Provo, Utah—H. F. DeWeese, Owner.
3,P; 8,P; 10,PF; 13,PF; 8-K,P; 10-K,PF;

R

Thos. H. Radford Construction Co., 301 N. Walker St., Live Oak, Fla.—Thomas Turnage, S.M.
10,W&P;

Rambler Boat Works, Inc., 1 South Heald St., Wilmington 1, Del.—Henry W. Rutkowski.
10,P;

Reinell Boat Works, Marysville, Wash.—Edward Reinell, Owner.
2,P; 3,P; 5,P; 7,W; 10,P&PF; 12,W&P; 14,W;

Revel Craft Mfg. Co., Old Annapolis Rd., Box 20, Arnold, Md.—James W. Lewis, S.M.
7,P; 10,P; 12,P;

Richardson Boat Co., Inc., 370 Sweeney St., N. Tonawanda, N.Y.—Leon E. Travis, Pres., Leonard E. Matthies, V.P. & Treas.
14,W; 15,W;

Richland Mfg. Co., Richland, Mo.—J. B. Appleby, S.M.
10,A;

River Queen Boat Works, Div. of Industrial Products Co., 6655 E. Dunes Hwy., Gary, Ind.—R. J. Petersan, S.M.
16,S;

Roamer Boat Co., Division of Chris-Craft Corp., Holland, Mich.—K. R. Tysse, S.M.
14,S; 15,S;

Roberts Kit Craft, Inc., P.O. Box 71, No. Main St., Branford, Conn.—Benjamin V. Harrison, III, Secy-Treas.
3,P; 5,P; 6,P; 7,P; 8,P; 10,P; 11,P; 12,P; 5-K,P; 6-K,P; 8-K,P; 10-K,P; 12-K,P;

Russell Boats, Inc., Foot of E. Washington St., Sandusky, Ohio—John B. Russell, Jr., V.P. & S.M.
10,MP;

Rye Boat Company, 182 North St., Rye, N.Y.—Julien Elfenbein, Jr., Pres.
2,P; 3,P; 5,P; 6,P; 7,P; 8,P;

S

St. Cloud Marine Mfg. Co., 1111 Massachusetts Ave., St. Cloud, Fla.—Walter T. Bjork, Owner.
7,P; 10,P; 12,P; 10-K,P; 12-K,P;

Salem Boats, 1209 Colorado St., Salem, Va.—Lanier Frantz, G.M.
10,P; 14,P;

Sea Built Boat Mfgrs., Inc., 986-998 S.E. 8th St., Hialeah, Fla.—Wm. Smith, Mgr.
7,P&PF&FC; 10,P&PF&FC; 12,-P&FC; 13,P&PF&FC; 16,P;

Seamaid Mfg. Co., Inc., W. Mitchell St., Kendallville, Ind.—James Scott, Mgr.
3,A; 5,S&A; 10,S&A;

Seaman Seacraft Company, Inc., Lumber Road, Roslyn, L. I., N. Y.—F. W. Seaman, Sec-Treas.
6,W&P; 14,W;

Sea Otter Boats, 3134 N. Clark St., Chicago 14, Ill.—J. L. Prather, Owner.
3,PF; 6,PF; 10,PF; 11,PF; 13,PF;

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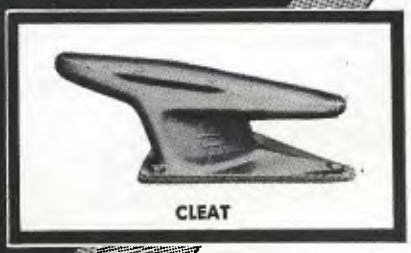
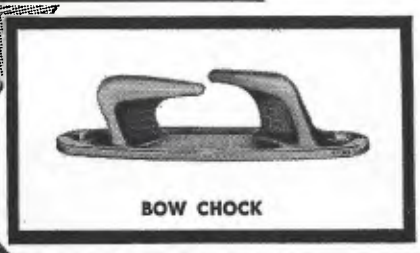

CLEAT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MARINE INC.

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Sebago Boat Company, Sebago Lake, Me.—Charles A. Kalil, Owner.
10,W;

Selleck Watercycle Co., Inc., N.W. 2nd Ave., Boca Raton, Fla.—Harold I. Selleck, V.P.
9,P;

Shelcraft, Inc., 15th & Crosby, Chester, Pa.—J. J. Shellem, S. M.
10,P; 12,P; 13,P; 14,P;

Shell Lake Boat Co., Shell Lake, Wisc.—Ray P. Bennett, S.M.
2,PF; 3,PF; 10,W&PF; 12,PF;

Shepherd Boats, Ltd., Niagara-On-The-Lake, Ontario, Canada—R. A. Newman.
10,W; 13,W; 14,W; 15,W;

Ransom F. Shoup & Co., 700 Railroad St., Ahoskie, N. C.—R. F. Shoup II, Pres.
10,P; 13,P; 14,P;

Sid-Craft Boats, Route 43, Player Ave. & U. S. 1, Nixon, N. J.—M. J. Starego, Partner.
11,P;

Silver Star Fiberglass Products, Inc., Corner First and Race Sts., Wolcottville, Ind.—F. Bud Sanxter, G.M.
3,PF; 10,PF;

Skipper Manufacturing Co., P. O. Box 4341, Fort Worth, Texas—Ed Bayard, G.M.
7,S; 12,S&PF; 14,S&PF; 16,S&PF;

Skipper-Craft Mfg. Co., Cordova Rd., P.O. Box 38, Easton, Md.—S. M. Hubbard, S.M.
10,MP; 12,MP;

Slick Craft Boat Co., 791 Washington Ave., Holland, Mich.—Leon R. Slikkers, Owner.
10,MP;

Sooner Boat Co., Box 155, Eldorado, Okla.,—Harold Brownlow, Owner.
10,MP;

Southern Mfg. Company, 647 North St., Daytona Beach, Fla.—John F. Hughes, Jr., Owner.
10,P&FC; 12,P&FC;

Southwest Mfg. Company, P.O. Box 2339, Little Rock, Ark.—S. A. Newcomb, S.M.
2,A; 3,A; 5,A; 8,A; 10,A; 12,-A—Day Cruiser (No Cabin);

Spar Boat Company, Inc., 2029 Cooledge Ave., Hollywood, Fla.—Theodore J. Chronis, Jr., Sec-Treas.
10,P;

Sparton Shipbuilding Corp., 22 East 60th St., New York 22, N. Y.—Albin Dearing, Pres.

Speedicraft Boat Company, P.O. Box 1163, Jacksonville, Fla.—J. W. Bushloper, Mgr.
10,P;

Spore Boat Co., R.R.#2, Princeton, Ind.—Arthur P. Spore.
3,P&PF; 5,P&PF; 8,P&PF;

Squires Mfg. Co., 609 County St., Milan, Mich.—A. N. Squires, Pres.
3,P&MP; 5,P&MP; 7,P&MP; 8,P; 10,P&MP&PF; 11,MP; 12,P; 13,P; 14,P; 5-K,P; 8-K,P; 10-K,P; 12-K,P;

Stafford Boat Works, P. O. Box 1579, Sanford, Fla.—A. O. Russell, Owner.
10,P; 11,P;

Stamas Boat Works, 300 Pampas Ave., Tarpon Springs, Fla.—O. W. Barnhart, S.M.
10,P; 12,P;

Stamm Boat Co., Box 25, Delafield, Wis.—Arthur Stamm, Pres.
1,PF; 5,PF; 6,PF; 6-K,W (Ice boat);

Starcraft Boat Co., Madison St., Goshen, Ind.—George Hetler, Ass't. S.M.
2,A; 3,S&A&M; 5,S&A; 8,A; 10,S&A; 11,A;

Stillwater Marine, RFD#5, Stillwater, Minn.—Harold W. Asinus, G.M.
2,P; 3,P; 5,PF; 7,P&MP&PF; 10,-P&MP; 11,P; 2-K,P; 5-K,PF;

Streblow Boats, Inc., 2317 Springbrook Rd., Kenosha, Wis.—Lawrence A. Streblow, Pres.
10,W; 12,W; 13,W;

Stur-Dee Boat Co., Bulgarmarsh Rd., Tiverton, R. I.—Ernest Gavin, Owner.
10,W;

Su-Mark, Inc., 34 Rear Pleasant St., Watertown, Mass.—Herbert N. Mordicai, Pres.
2,PF; 8,PF; 10,PF;

Sumner Boat Co., Inc., 334 S. Bayview Ave., Amityville, L.I., N. Y.—Donald L. Penny, Mgr.
13,W&PF&FC; 14,W&PF&FC; 15,W&PF&FC;

Swift Woodcraft, Inc., Box 497, Mt. Dora, Fla.—J. B. Swift, Pres.
10,P; 11,P; 12,P;

Switzer-Craft, Inc., P.O. Box 145, Crystal Lake, Ill.—Russell M. Switzer, Pres.
10,P; 13,P;

T

Taft Marine Woodcraft, 636 39th Avenue, N. W., Minneapolis 21, Minn.—E. Kunde, S. M.
5-K,P; 8-K,P; 10-K,P; 12-K,P; 13-K,P; 14-K,P;

Terra Marina Mfg. Co., 3001 S. Wayside Dr., Houston, Texas—Jack V. Elliot, Owner.
16,S&A. (Amphibious);

Theakston Corp., Denison, Texas.
7,MP;

Thompson Bros. Boat Mfg. Co., Peshtigo, Wis.—Jo Hanes, Ass't. S.M.
1,CC; 3,CC; 7,W; 10,W; 12,W;

Holmes A. Thurmond, 100 Thatcher St., Shreveport, La.—H. A. Thurmond, Owner.
2,W&P;

Tollycraft Corp., 1st & Lincoln St., Long View, Wash.,—R. M. Tollefson, Pres.
7,P; 10,P; 12,P; 13,P; 15,P;

Tomahawk Boat Mfg. Corp., East Somo Ave., Tomahawk, Wis.—F. W. Dreger, S. M.
2,PF; 3,PF; 5,W&FC; 10,P&PF&-FC; 12,FC;

Topper Boat Co., 5B16 Ritchie Hwy., Baltimore 25, Md.—B. J. Legoullon, Owner.
10,P; 12,P;

Trailorboat Engineering Co., 923 Francisco Blvd., San Rafael, Calif.—Vic Lenci, Partner.
2,A; 3,A; 5,A; 8,A; 10,A;

Trojan Boat Company, Greenfield Rd., Lancaster, Pa.—Malcolm Melvin, S. M.
10,W&P; 12,P; 13,W&P, 14,W-&P;

Tru-Form Boats, Box 236-A Tennent-Morganville, Rd., Englishtown, N. J.—Gunther Mushemann, G.M.
5,P; 8,P; 10,P; 13,P;

Turn-A-Craft, Marble Lake, Quincy, Mich.—Tom Turner
3,P; 5,P; 10,P; 11,P; 10-K,P;

Turnercraft, Inc., 700-43rd St., South, St. Petersburg, Fla.—A. A. Woodruff, Jr., S. M.
3,P; 10,P; 12,P;

U

U-Mak-It Products, 701 Whittier St., Bronx, N. Y.—F. Stockhausen, Prop.
2-K,P; 5-K,P; 6-K,P; 8-K,P; 10-K,P; 12-K,P; 13-K,P; 14-K,P;

U. S. Fiber Glass Products, Inc., 14720 Lakewood Blvd., Paramount, Calif.—W. R. Severance, Jr., S.M.
10,PF; 12,PF;

U. S. Molded Shapes, Inc., 640 Market St., S. W., Grand Rapids 2, Mich.—Oliver I. Wagemaker, Jr., Mgr.
7,MP; 10-K,MP;

V

Valley Aluminum Co., 517 "P" St., Fresno, Calif.—George W. Gregory, Mgr. & V.P.
2,A; 3,A; 5,A; 10,A; 12,A; 13,A;

C. S. Van Gorden & Son, Eau Claire, Wis.—C. S. Van Gorden, Partner.
2,P; 3,P; 5,P; 7,P; 10,P;

Viking Boat Company, Hwy. 13, North, Middlebury, Ind.—Fred Freeland, S. M.
2,A; 3,A; 5,A; 7,A; 8,A; 10,A-

W

Wagemaker Co., 566 Market Ave., S. W., Grand Rapids 2, Mich.—Ken A. Urick, S. M.
3,MP&A; 10,MP&A; 10-K,MP;

Water Wonderland Fiberglass Boat Co., Inc., 2041 Bristol Ave., N.W., Grand Rapids 4, Mich.—John Nawara, V. P.
3,PF; 5,PF; 7,PF; 10,PF;

Wauconda Boat Builders, 110 North Main St., Wauconda, Ill.—Chas. F. Boschick, Jr., Owner.
5,W&P; 6,W(Ice); 5-K,W&P;

"Westerner" Boat Division, Western Rubber Products Co., 5001 E. Firestone Blvd., South Gate, Calif.—R. C. Haley, S. M.
2,PF; 3,PF; 5,PF; 6,PF; 7,PF; 10,PF; 12,PF; 2-K,PF; 5-K,PF;

Weymouth Industries, Ltd., Weymouth, Digby County, Nova Scotia, Canada—C. P. G. Taylor, S. M.
10,P; 12,P;

Winner Mfg. Co., Inc., Sullivan Way, Trenton 3, N. J.—H. L. Johnson, G.S.M.
10,PF; 12,PF;

Wizard Boats, Inc., Industrial Ave., P. O. Box 28, St. Joseph, Mich.—C. D. Horne, V.P.
3,PF; 5,PF; 10,PF; 12,PF;

Wizard Boats, Inc., 2075 Harbor Blvd., P. O. Box 246, Costa Mesa, Calif.—C. D. Horne, S. M.
2,PF; 3,PF; 5,PF; 10,PF; 12,PF;

Woodcraft Boat Co., 194 Cleveland St., Manistee, Mich.—L. Miehlke, Owner.
10,W&P&MP;

Y

Yellow Jacket Boat Co., Inc., P.O. Box 264, Denison, Tex.—Leonard Nelson, S. M.
10,MP; 13,MP;

Young Boat Mfg. Co., Raritan, N. J.—George Young, Owner.
3.MP; 10,MP;

Z

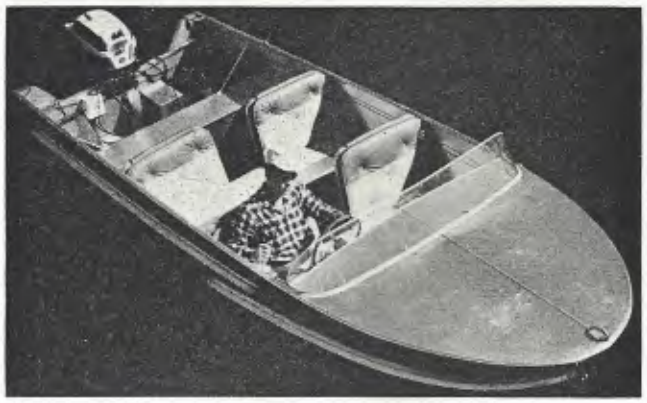
The Zimmerman Company, 213 S. Harrison St., P. O. Box 112, Garrett, Ind.—F. D. Zimmerman, Pres.
3,PF;

1957
The Year
for New Boats

Orlando

The Floridian is the big news from Orlando, Fla. this month. Naturally in this season of introducing new lines, the Orlando Boat Co. is getting this brand new Clipper ready for its introduction at the big boat shows at New York and Chicago. The 16-footer is entirely new in Orlando's fleet of outboards that includes nine different models.

Three 12′ boats and three 14′ standard craft are available this year as open utility type boats. Then there are three deluxe, front steering boats — a 12-footer, a 14-footer and the new Floridian.



Here's the big news out of Orlando, Fla. It's Orlando's brand new Floridan and heads the firm's fleet.

The Floridian seats six comfortably, has 73″ maximum beam width. Orlando claims that a "revolutionary" new bottom design gives the boat high performance and stability in roughest water without sacrifice of speed. Its strong transom supports any of today's high horsepower motors, says the southern builder.

This new aluminum model is said to represent the best coordinated efforts of designers and engineers; it's the craft Orlando expects to make quite a mark in the industry during 1957. The Floridian is equipped with two seats — or split seat backs — and a third open seat. The hull will also be finished as a fisherman model with seat backs on the front seat only. Both are available with deluxe accessories, according to Orlando, or without.

The 14′ front steering boat is the 1957 Zephyr. It's a modified version of last year's model. Orlando is producing it, with its 1957 features because it "has proven to be the most popular boat" the Florida firm has ever manufactured.

The 12-footer is called the Speedster. It's a craft built to handle motors up to 20 hp and even higher in the hands of expert boaters, says Orlando. The firm considers it one of the most maneuverable boats in its line. The Speedster is available with windshield, steering rig, cushions, etc. although it is available without these optional accessories.

The six standard boats in Orlando's line available as open utilities have a 36″ front deck; there's also a model available with front and center deck for steering from the rear seat. Baitwells are available for the standard boats either on the side or in the center seat.

For More Information Write No. 801 on "More Data Card"

Tonka-Craft

From the Minnetonka Boat Works comes word of a new custom-finished runabout—the Caribbean—making its initial bid for the attention of marine buyers. The Wayzata, Minn. corporation says the new 16-footer—it lacks an inch of being the full 16′—has fine sports car two-tone color styling with harmonizing vinyl fabric upholstery.

The new Tonka-Craft is referred to by its designers in such futuristic terms as "Ultraquatic" and its "supersonic" performance. Such practical features are noted by the Minnesota builder, too, as its spacious seating area for six with a full five feet of useful "picnic" space between walk-thru front deck and rear seat. There's room for water skis, a picnic table, duffles—everything, says Minnetonka, for water fun.

The craft features a racy snub nose and upswept tail fins. Its built to be rugged and take the pounding that rough waters are apt to give it, says the firm. Twin 40 hp outboard motors will move the craft along at 35 mph and with just a single motor the Caribbean will reach speeds to 24 mph. The design and construction of the new runabout make it capable of handling power options up to twin 60s, according to Tonka-Craft.

The plywood boat is custom-finished. The hull is finished in glass-smooth, two-tone enamel, while the deck, walk-thru, instrument panel and wide gunwales are finished in mahogany. Tail fins and transom, too, are mahogany, rubbed to a "furniture" gloss. Full paneled grain finish interiors enhance the outside beauty of the craft. Standard equipment on board the Caribbean includes anodized aluminum gunwale and slash rail mouldings, interior panels, windshield, two bow handles, a pair of transom handles and a chrome nameplate.

The Caribbean tops off Tonka-Craft's fleet for 1957. But there are a host of others in the line, including its lapstrake skiffs in both 14′ and 16′ models. There's also an 18′ skiff, the Amazon, with a 90″ beam and a transom width of 75″. Each of the skiff models is 3-M thiocol rubber-bonded at every seam and offers many 1957 innovations, according to Minnetonka. Two re-designed 13′ and 15′ cedar strip boats are available with new planing bottoms. The two craft feature 59″ and 61″ beams measurements respectively.

For More Information Write No. 802 on "More Data Card"

Switzer-Craft

At Switzer-Craft in Crystal Lake, Ill., the spotlight for 1957 is on the rugged leading man of the cast—the swift-yet-safe Lightning 16—but lurking in the wings is the heir-apparent to the hero's role, the 14′ Shooting Star sportster.

Actually, the family-owned firm is presenting a trio of coloramic-styled marine plywood boats—90 per cent mahogany—which include the aforementioned Lightning 16; the Lightning 14 sportabout which is "almost—but not quite" a scaled-down model of the 16, and the oft-imitated Fleetwood which made a hit in 1956 with its "forward thrust" appearance.

This Lightning 16 is coloramic-styled of 90% mahogany marine plywood by the Illinois firm, Switzer-Craft.

Mum's the word at Switzer-Craft on the Shooting Star. All they'll say is that the major transformations being worked out on the distinctive 14′ sport model

(Continued on page 170)

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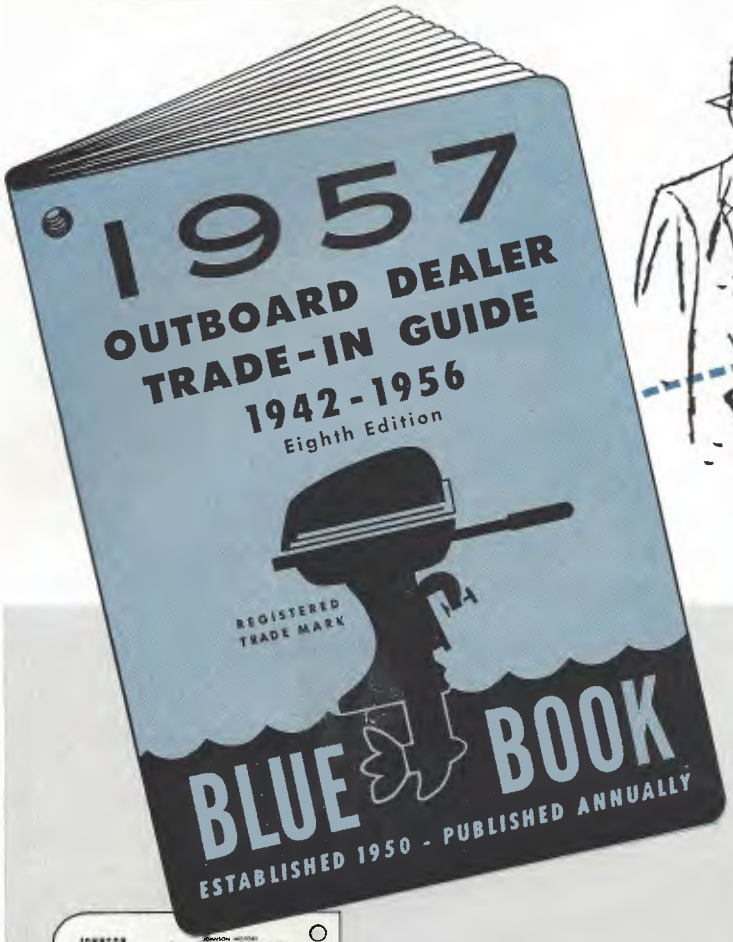

Your big, money-maker trade-in section lists model number, serial number, horsepower, F.O.B. prices, estimated current value, average value, and easy to read resale value code.

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POWER LAWN MOWER TRADE-IN GUIDE

Also published by the Abos Publishing Company, Clarence Bugg, President and Editor; John Caster, Vice-president and Associate Editor.

More Data No., Abos 76

SWITZER

(Conitnued from page 168)

are "something special" and that—barring unforeseen circumstances—the craft should be proved for production later this spring.

But concerning the Lightning 16, which is worthy of center-stage in its own right, company officials stress that it can accommodate six or seven riders and is certified for motors from 30 to 40 hp. It is, they add, a natural for family and recreation uses in big and rough waters.

Boasting a strong T-frame transom, the 16 weighs 300 pounds and measures more than 6′ at the beam and 56″ amidship depth.

Certified for 30 hp—but planable at 10 with three persons aboard—the Lightning 14 can accommodate five and is an example of Switzer-Craft's lightness-with-strength aircraft design principle, weighing only 250 pounds.

Its even six-foot beam increases the safety potential, and new inverted spray rails are regarded as contributing to easier handling and maneuverability.

Differing but little from its original '56 specifications, the 15′ Fleetwood achieves its "forward thrust" with a continuous sheerline which terminates at the stern in swept-back fenders which provide lock-in transom support. With a capacity of a half-dozen passengers, the Fleetwood has a 74″ beam and 34″ amidship depth.

All three Switzer-Craft feature heavy duty one-piece bottom construction and rubber mounted front and rear seats. For the Fleetwood and Lightning 16, such accessories as custom-tailored convertible tops; Palomino finish upholstery; upholstered side panels, and assorted items of custom hardware are available. Furthermore, these two may be ordered with the new Fageol V.I.P. engine either installed at the factory or ready to be installed, thanks to pre-drilling of the hulls.

Highlighting the array of optional accessories is the new tonneau snap-on canvas cover which is tailored to the deck contour around the cockpits and includes a bonnet for the motor. Rounding out the "extras" are such products as automotive spring cushions; panoramic windshields; complete steering systems; deck hardware, and pennants.

For More Information Write No. 803 no "More Data Card"

Trailorboat

Comprising eight models in 21 sizes, the aluminum boat line manufactured by the Trailorboat Engineering Co. of San Rafael, Calif., has been significantly improved for 1957.

Aluminum 16′ Sportsmaster runabout by Trailorboat Engineering is excellent craft for family use.

A case in point is the lightweight 16′ Sportmaster family craft, available in standard and deluxe versions. Greater depth and transom width, plus modified lines, have been dictated by careful research and testing. Flotation is built into the 16-footer, which performs well with outboards up to 40 hp.

Fishermen are expected to welcome the newly-styled Delta — a roomy low-price entry — and the broader-beamed Klamath, marketed in 12′ and 14′ sizes and in standard and deluxe models. The pine stern seats in the latter craft have been designed for full-circle seating.

A miniature vessel especially for the kids is the junior version of the regular Fun-A-Bout in the Trailorboat family; it is equipped with steering handles, windshield, and flooring.

Every aluminum boat bearing the Trailorcraft emblem is considered safer because air chambers have been built in.

For More Information Write No. 804 on "More Data Card"

C. P. Leek & Sons

"Tomorrow's boat today"—that's what C. P. Leek & Sons, Inc. has dubbed its new 33′ Pacemaker Sea Skiff express hard-top. The Lower Bank, N. J. firm predicts that the new craft will attract lots of attention from the public and trade alike during the year ahead.

This new 33-footer highlights C. P. Leek & Sons' new fleet. It's the Pacemaker Sea Skiff express hard-top.

The new boat features, according to Leek, a cockpit bridged above the engines—in motor car parlance, a hard-top convertible. Leek lists many new features for the 33-footer. It includes improved vision with the big, roomy cockpit, optional Interceptor V-8 engines in powers of from 185 hp to 235 hp, and optional gasoline capacity to 173 gal. in durable Monel tanks. The new craft has wing tip running lights, a tornado horn and four vents to the bilge. The new Pacemaker has a 12 volt system and a possible cruising range of 300 miles. A roomy dish rack and silverware drawer are other features of the craft.

A combination of pastel shades and striking color combinations highlights the decoration of this new Leek craft. It also features built-in seaworthiness, according to Leek, that make it easy to handle in rough water and weather.

All of Leek's Pacemaker Sea Skiffs—from 29′ to 33′ models—sport the pert Leek pennant, hallmark of the line—on bow sides. The 33′ Pacemaker cruisers and the new express have twin cabin compartments; they are fully insulated and have 6′3″ headroom. All models have four berths, one dinette, full-height toilet, ten stowage spaces, four drawers and two sliding lockers. In addition to dish and glass racks and silverware drawers already mentioned, there are linen lockers, handing lockers and 23-gallon water tanks. The galley of each has a stainless sink, an ice box and counters are fitted with Formica tops.

Standard equipment on all Pacemakers are hydraulic controls, step plates, cockpit boarding ladder, electric wipers, automatic bilge pump, mufflers and electric fresh water systems. The firm welcomes inquiries concerning its new line of craft.

For More Information Write No. 805 on "More Data Card"

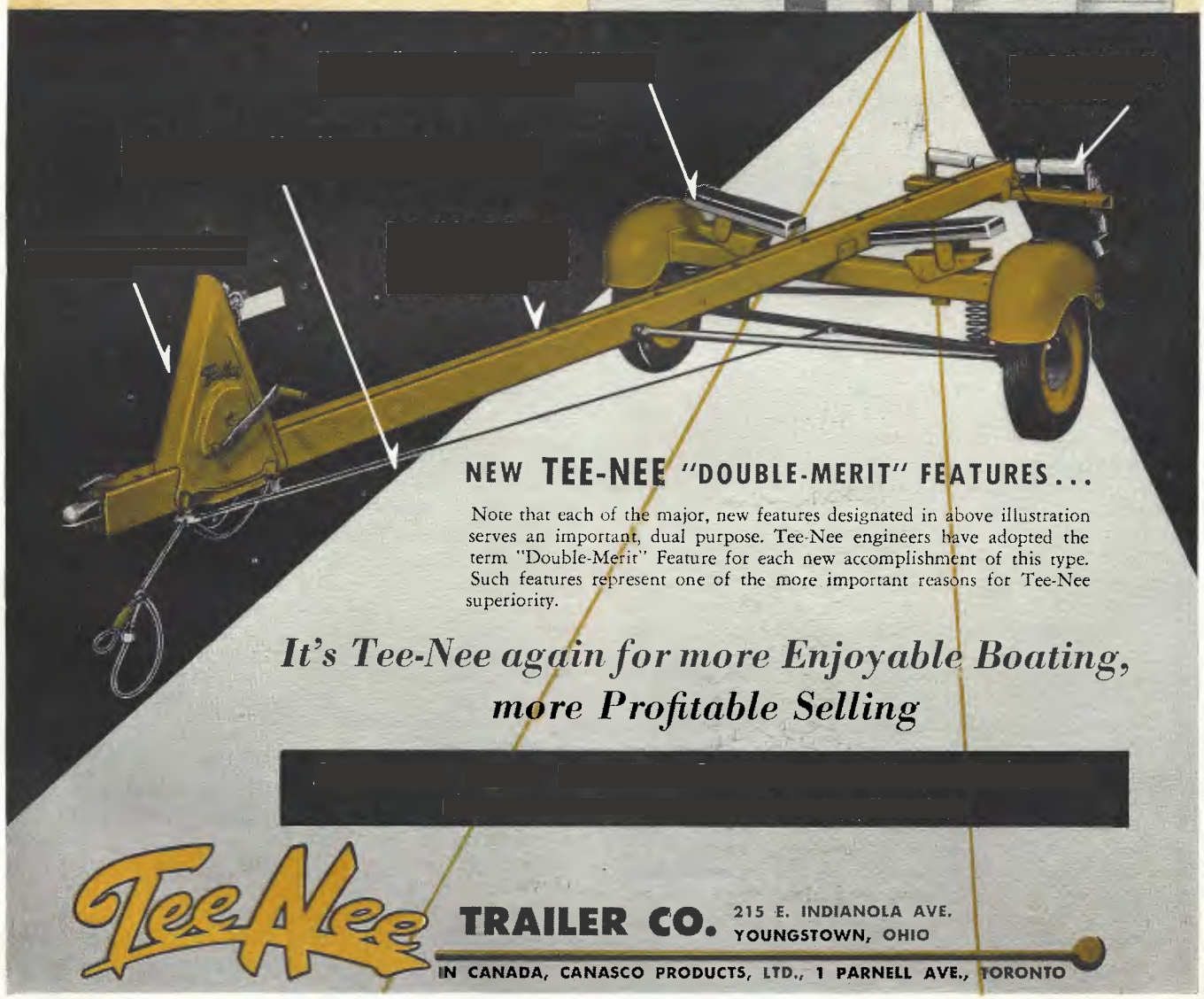
[redacted]

WITH

famous TEE-NEE *"INCORPORATED DESIGN"* and *"DOUBLE-MERIT"* features

As in every year since 1939, the big news in boat trailers for 1957 comes from Tee-Nee. Four great, new "Double-Merit" features, and an overall re-engineering that reduces weight for increased handling ease without loss of ruggedness and strength, are the improvement highlights which establish Tee-Nee still more firmly as the design and performance champion. These are basic, major improvements certain to capture a still more intense preference for Tee-Nee among boat owners, assuring peak sales advantage for Tee-Nee Dealers again in '57. More than ever, Tee-Nee is the one to watch, the one to sell.

SEE SECOND TEE-NEE ADVERTISEMENT ON PAGE 239



NEW TEE-NEE "DOUBLE-MERIT" FEATURES...

Note that each of the major, new features designated in above illustration serves an important, dual purpose. Tee-Nee engineers have adopted the term "Double-Merit" Feature for each new accomplishment of this type. Such features represent one of the more important reasons for Tee-Nee superiority.

It's Tee-Nee again for more Enjoyable Boating, more Profitable Selling

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IN CANADA, CANASCO PRODUCTS, LTD., 1 PARNELL AVE., TORONTO

More Data No., Tee-Nee 77

Aluma Craft

Two newly redesigned and one completely new model boat will be featured in the 1957 line of boats produced by the Aluma Craft Boat Co. of Minneapolis, Minn.

Model F has been completely redesigned to make the craft even more popular than it has proven to be in former years, according to the firm. Its fine flaring and lifted bow makes this model an exceptionally dry boat in choppy waters because of its tendency to minimize bow spray. Another feature, the redesigning process has brought about is new longitudinal ribs which combine with diagonal bow ribs and underseat transverse stiffeners to provide great strength and rigidity, its designers report.

This feature also allows for bow-to-stern drainage of rain or other water brought into the boat. This 14′ craft is said to be an all-around family and fishing boat designed for use with motors up to 20 hp. Its width at the beam is 54″ and just two inches narrower at the transom. Midship depth is 19″. Splash rails run the full length of the hull of this aluminum craft which has a total weight of 175 lbs. The natural finish model can be equipped with a deck and is available in a choice of three very pleasing color combinations.

Super "C" is newest craft to join line of famous Aluma Craft boats.

Another model with an improved design is the "FD" —an extremely popular small boat throughout America, according to the producer. Like the Model F, this 14′ craft possesses finer flaring with lifted bow lines. Its transom width of 52″ and its depth of 22″ make it a very fast and stable craft suitable for towing water skiers. It can be powered with motors up to 35 hp. Forward and center decks are optional on this attractive model as are the color choices of the Model F.

The completely new Super C and Super CS models are both wide and roomy craft with added depth. This series is especially designed for the use of big motors up to 60 hp and for use on large bodies of water, relates the manufacturer. This deluxe runabout has a recessed forward deck and may be had with either a full or walk-through center deck. Boaters will find this craft excellent for family use and very suitable for water skiing.

The Super C series 15-footer has a beam of 62″ and a depth amidships of 25″. It is equipped with polished gunwales, spray rails and deck coamings. Its seats are fully upholstered with colorful fabric that is mildew-proof. A wrap-around windshield, three running lights and steering wheel are optional equipment that may be added if desired. The same color combinations are also available in this series.

For More Information Write No. 820 on "More Data Card"

Lone Star

Breaking away from the limitations of traditional styling, the Lone Star Boat Co. of Grand Prairie, Texas, and Bremen, Ind., has struck out toward new horizons in the construction of 12 of the 22 Fiberglas and aluminum boats in its 1957 array.

So says Lone Star president D. O. Tomlin, who focuses special attention on a pair of 19-footers, the Balboa runabout and the Caribbean cruisette; this duo, with its catapulting lines, has assertedly inspired the whole Fiberglas line and is described as a good illustration of the strides the company has made in advanced contemporary design.

Lone Star's new 19′ Caribbean is luxurious cruisette of sensational design.

Although Lone Star claims "a new high in styling never before achieved in aluminum or Fiberglas boat construction", it has retained a number of traditional models so that the new and the tried-and-true have been effectively combined in the John boats, flat bottoms, semi-v's sports craft, and cruisers which range in length from 12′ to 23′.

The Lone Star models are being marketed in a choice of seven color arrangements. With Dover white the common hue on all the boats, the customer can take his pick of Newport green, India black, Normandy blue, Arabian yellow, Shantung red, Corsair tan, and Aquamarine to go with it.

Lone Star's maintenance-free construction has been continued this year, along with such safety-contouring-maneuverability factors as performance-design, aquadynamic styling, and life guard flotation.

For the larger power applications, semi-v boats in the line feature the exclusive power-bar transom, while the power-lift transoms on the 19- and 23-footers are viewed as contributors to more effective outboard power applications and better sound cushioning.

The new Meteor is Lone Star's 1957 sport boat offering. It's streamlined and foam rubber padded with an upholstered interior including dash and side panels. Built-in ski tows are hooked behind the fins and twin docking lights are featured forward. It's 15′ of fiberglass in glistening color trim options, says Lone Star.

For More Information Write No. 806 on "More Data Card"

Spartan

Heading up the 1957 line of outboard skiffs, runabouts, and cruisers turned out by the Spartan Shipbuilding Corporation of New York City are a pair of six-passenger open runabouts basically of mahogany marine plywood construction.

Designer of the Spartans is the renowned naval architect, Philip L. Rhodes, while yachtbuilder Walter Kretzer is responsible for finishing and fitting operation.

(Continued on page 174)

. . . yes, don't miss the boat for 1957, see the style-setting, breath-taking, all-new Topper line of outboard luxury liners. The '57 Topper is the newest from stem to stern . . . gleaming, beaming beauty of the waterways. From the moment you step aboard, you'll thrill to the extra, years-ahead features of the '57 Topper. Thrill to the expansive cockpit, solid mahogany side decks, superbly appointed and ventilated cabin that will comfortably accommodate a family of four, ample storage space, complete galley, hide-away marine toilet, and many, many more features . . . found only in the '57 Topper.

See the all-new, 1957 TOPPER

1957 Topper 20' Outboard Sedan Cruiser—20' length, 8' beam, speeds up to 20 MPH using a 35 HP motor, designed for either single or twin outboards . . . priced at $2295, painted and varnished, complete with full galley, foam rubber mattresses, fold-away all-purpose table, marine toilet, magazine and chart racks, glass and dinnerware racks, complete steering arrangement, upholstered helmsman's seat with back and foot rest, full-width cockpit seat, navigational lights, wiring, and switches.

1957 Topper 20' Outboard Deluxe Sports Cruiser—20' length, 8' beam, speeds up to 20 MPH using a 35 HP motor, designed for either single or twin outboards . . . priced at $1995, painted and varnished, complete with foam rubber mattresses, chart and magazine racks, marine toilet, complete steering arrangement, full-width cockpit seat, navigational lights, wiring, and switches.

1957 Topper 20' Outboard Hardtop Sportsman—20' length, 8' beam, speeds up to 25 MPH using a 35 HP motor, designed for either single or twin outboards . . . priced at $1495, painted and varnished, complete with chart and magazine racks, full-width cockpit seat, navigational lights, wiring, and switches.

1957 Topper 20' Outboard Utility—20' length, 8' beam, speeds up to 25 MPH using a standard 35 HP motor, designed for either single or twin outboards . . . priced at $1095, painted and varnished, complete with walk-through seat forward, full-width cockpit seat aft, chart table and glass rack, windshield, navigational lights, wiring, and switches.

See the '57 Topper Cruiser at the Boat Shows: New York, January 19th-27th, Booth A-59; Chicago, February 8th-17th, Booths 60-71.

Get the Topper story first!

ATTENTION DEALERS: Protected territories available, write for full particulars or see us at either show.

TOPPER BOAT COMPANY B. J. LeGoullon, Owner • 5816 Ritchie Highway, Baltimore 25, Md.

More Data No., Topper Boat 78

SPARTAN

(Continued from page 172)

The two runabouts — dubbed the Sport and the Skiff — are regarded by Rhodes as "the station wagons of fine boats." Offering ample freeboard, they measure 14′ 2½″ in length, 55″ at the beam, and have a 6-5/8″ draft.

Finished either in natural wood or special two-tone painted hull and deck, the Sport and Skiff are said to plane well even with low horsepower because of their rounded-V hulls; motors in the 7-15 hp. class, however, are recommended by the corporation.

Color designer of the deluxe Sport was a leading New York stylist, Elaine Lustig.

Another Rhodes creation, a twin-motored outboard cruiser, is expected to be starred in the Spartan exhibit at all the spring boat shows.

For More Information Write No. 807 on "More Data Card"

Roamer

An all new 28′ steel hulled cruiser highlights the 1957 Roamer line, according to the Roamer Steel Boats Division of Chris-Craft Corp.

The new 28-footer retains familiar Roamer styling—including gracefully flared bow on the boat's durable steel hull, said by the Holland, Mich. firm to be an unusual feature on a boat of this size.

Here, one of the 1957 Roamer cruisers streaks across the water. Easy handling is said to be a feature of these craft.

Introduction of this new model coincides with the opening of Roamer's new plant at Holland, said to be among the largest steel pleasure boat plants in the world; the plant will be completed next year.

The 28′ model has a horsepower range of from 210 to 350 hp with twin engines and is reported to be capable of speeds to 34 mph.

Because of its hull design and space saving characteristics credited to it, the craft, like others in Roamer's steel hull line, has plenty of usable space. The steel boat builder claims more space is provided in this type of construction than wood hulls offer. Due to the low center of gravity, Roamer officials point out that Roamer craft are safer and easier to handle in rough waters.

Its 35′ steel hull model has been completely re-designed. An all new hull design, highlighted by a water-deflecting chine, is said to make the 35′ boat drier and offers increased speeds with smoother operation and greater stability.

The interior of the Roamer 35 has been re-styled. It is finished in blond mahogany with a satin finish. More cabin room has been provided; this latter is due to four added inches of beam width and incorporation of new space-saving devices developed by Roamer engineers.

The new Roamer 35 has comfortable sleeping accommodations for six; the 28 has accommodations for four. Other features that can be found on both models include direct action gear and tie-rod steering—the 'power steering' for boats. The exhaust pipes have been located further outboard and angled so that the exhaust is carried away in the slip-stream of the boat, according to Roamer. Increased window area all around provides greater visibility than ever before, say Roamer officials.

Another new feature in both models is a water-and-air-tight engine room bulkhead designed to seal out engine noise and add to the cabin's quietness. The engines in the two models are rubber mounted in a sound-insulated compartment and are completely accessible from all sides.

The steel hulls of the 28 and the 35 are formed steel plates which are welded to sturdy steel ribs to form the sides. The bottom plating is of heavier gauge than the sides. Roamer officials say that only quality high-strength alloy steel is used in construction of the line. This steel is reported stronger than ordinary steel and many times more corrosion-resistant.

Both the 28 and the 35 will be available in several models—express cruisers, convertibles and hardtops. More information about the line is available from the factory.

For More Information Write No. 808 on "More Data Card"

Polar Kraft

A new craft, making its first appearance in the 1957 line of Polar Kraft aluminum boats, is an Outboard Sports Runabout. This new boat, manufactured by Polar Kraft Manufacturing Co. of Memphis, Tenn., is described as a beautiful craft combining excellent performance.

The new runabout is available in two models—the SP-1620 and SP-1420—both produced for those who want the finest, says the company. Luxurious upholstry of red or green is used as standard equipment on these two boats (although the manufacturer reveals that other color choices are available at slight additional cost). A wraparound windshield and steering wheel are also standard on these models.

Polar Kraft's aluminum 16′ runabout designed for those who want the finest.

The Sports Runabout is constructed of heavy gauge aluminum for safety, stability and rugged use in rough waters. Built to handle outboard motors of up to 40 hp, the craft is described as a perfect boat for water skiing or other water sports. Model SP-1620 has a 62″ beam, midship depth of 28″ and a length of 15′4″. It weighs 250 lbs.

Square, pointed and semi-V models are also available in Polar Kraft's line of fine boats. The company reports that its Commercial Fisherman is one of the most popular boats in the Mid-South. All of these boats will be on display at the Chicago National Boat Show in February. The manufacturer welcomes requests for illustrated and descriptive literature on its full line of aluminum boats.

For More Information Write No. 809 on "More Data Card"

NYLON GIVES HIS BOAT EXTRA SECURITY

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Today, more and more boatmen are buying nylon lines. And, with nylon, *you* get a greater profit on every foot sold.

Nylon is famous for its strength and dependability. Size for size, nylon anchor and mooring lines are twice as strong as ordinary ropes. And nylon's great shock absorbency gives sturdy protection against rough weather . . . even hurricanes.

There are other "extras" that make nylon lines easy to sell. Properly made, they're flexible, easier to handle wet or dry. Nylon lines have high rot and wear resistance, too.

Now, prepackaged coils are available from leading cordage manufacturers. They cut inventory costs and make display easier. Check with your regular supplier for full information, or write: E. I. du Pont de Nemours & Co. (Inc.), 5520 Nemours Bldg., Wilmington 98, Delaware, for names of companies making nylon line.

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BETTER THINGS FOR BETTER LIVING
. . . through Chemistry

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*"Dacron" is Du Pont's registered trademark for its polyester fiber. Du Pont makes fibers, not yachting lines or sails.

NYLON LINE—twice as strong as ordinary-fiber line . . . not weakened by rot or mildew . . . easier to handle

More Data No., Du Pont 79

Neptuna Corp.

The Neptuna Land and Water Cruiser is just what the name implies—a boat that travels on land. This revolutionary type unit has been designed for both boaters and mobile home residents, says the manufacturer, the Neptuna Corp. of Glendale, Calif. This craft will be shown at the New York National Motor Boat Show this year for the first time.

Combining advantages of the best cruisers and house trailers, the Neptuna offers a roomy and completely equipped year around home and a cruising unit at the same time. All one needs do to enjoy a vacation or weekend trip to any particular spot is to hitch and start the car by means of its regular trailer hitch and start out. The cruiser-home is exceptionally sea-worthy, too, for it is easy to launch or to beach, says its maker.

Amphibious cruiser-home easily launched or transported over land by means of own hitch.

Just back it into the water, unhitch the car and retract the wheels and the owner is off for a cruise. Best of all, there is practically no limit to where the Neptuna can go for its 5½″ draft makes travelling in waters not accessible to many conventional boats very easy. When on water the Neptuna has provisions for one or two outboard motors from 7½ hp to 60 hp to be mounted on a special bracket. For those who prefer it, an inboard motor is available at extra cost.

This home-craft is built for safety, too, for its water-tight hull of steel has independent float tanks combined into its construction. Tests have proven it to be impossible to capsize. The two retractable wheels are equipped with 8-ply truck tires with puncture-proof tubes. The Neptuna is also equipped with electric brakes for added safety.

Two models are available—both being 26′ in length with an 8′ beam. These are the Family Cruiser and the Sportsman. The chief difference lies in the cabin arrangement with the Sportsman having somewhat more luxurious appointments.

The Family Cruiser is beautifully finished with a canopy over the aft deck. Inside are built-in sleeping arrangements for four and a completely enclosed lavatory. The dining area has a folding table which can seat four or more and a well-arranged galley or kitchen in which is located a sink, two burner alcohol stove and a 16 gallon water tank.

The Sportsman model has catwalks around the cabin with a forward deck. Its all-mahogany cabin is slightly smaller than the above model and its reinforced top is covered with canvas and edged with hand railings, states the manufacturer. Extra features in this model include a built-in bar, full-sized birch cabinets and closets, additional storage space under the bunks, access hatches, heat-resistant table tops and linoleum-covered floors throughout, along with decorative weather-resistant metal trim.

For More Information Write No. 821 on "More Data Card"

Chris-Craft Sea Skiffs

Chris-Craft's 1957 fleet of lapstrake Sea Skiffs are soft-riding round-bilge craft. The line includes 16 models, according to the Algonac, Mich. firm. These range from a low-cost 18-footer to the husky new 40-footer with cruising accommodations for six.

This new Sea Skiff 40-footer offers twin engine options up to 400 hp, speeds to 30 mph. There are accommodations for six. This is Chris-Craft's Semi-Enclosed cruiser. It's available as a Flybridge or Salon Deckhouse, too.

All feature traditional styling, wide options of power and lapstrake construction designed to provide great strength and sea-worthiness. Hull strakes are cemented with a synthetic-rubber-base sealer that is said to establish a tenacious, non-hardening bond as planks are drawn up with brass screws, copper rivets and other fastenings.

Eighteen, 22, 26 and 30 footers are offered as open utilities for fishing and a variety of boating applications where husky craft with big open cockpits are desired. The 30-footer boasts more than 19′ of open cockpit and can be powered with single or twin engines up to 190 total horsepower, for speeds to 27 mph. The three smaller craft have single screw options that provide speeds to 30 mph.

Here's the interior of the new 40-footer. There's the galley and dinette adjacent on right and lounge and full-height toilet-room opposite. Completely private forward stateroom has two berths and an abundance of locker and drawer space.

Flagship of the Sea Skiff fleet is a new 40-footer, available with a semi-enclosed bridge or as a Salon Deckhouse cruiser. Up to 400 total horsepower provides twin engined speeds to 30 mph. The Forty is big and husky, says Chris-Craft, and boasts a cockpit more than 17½′ in length. The craft has cruising accommodations for six. It has a forward private stateroom with plenty of storage space. The main cabin has a galley and dinette, a comfortable lounge and wardrobe and a roomy full-height toilet. Cabled handrails flank the forward deck of the new boat, emanating from a glistening raised bow-light that adds a dramatic flair.

A new 26′ enclosed cruiser with flybridge controls leads off the cruiser fleet; it has sleeping accommoda-

(Continued on page 178)

Exciting NEW Owens 16's

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PLUS "worth more" features found in no other outboards:

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4 models illustrated:
Utility, Sport Utility,
Runabout, and Flagship
Runabout.

DEALERS: a few selected territories available. Write for details.

More Data No., Owens 80

CHRIS-CRAFT *(Continued from page 176)*

tions for four with a galley, dinette, lounge and full-height toilet room. Engine options include up to twin 95's for speeds to 26 mph.

The 30′ craft is available as a two or four sleeper with flybridge or semi-enclosed bridge. Single or twin engine options to 190 hp bring speeds to 26 mph. Interior facilities include galley, toilet-room and forward vee-berths. The four sleeper also has a dinette that converts for sleeping.

There are also flybridge and semi-enclosed 35′ models, sleeping from four to six, with power options to 260 hp for speeds to 26 mph. A fishing flying bridge can be added to the 30′, 35′ and 40′ Sea Skiffs to adapt them to Sport Fishermen.

According to Walter Vance, division sales manager, Sea Skiffs are offered now in a wider selection than ever before. Free color literature describing 1957 Chris-Craft Sea Skiffs is available.

For More Information Write No. 810 on "More Data Card"

Performer

The 10-model line of Performer boats being presented for 1957 by U. S. Fiber Glass Products, Inc., of Paramount, Calif., ranges in size from the 12′ Car-Topper to the 18′ 4″ Tropicana cabin cruiser.

Corporation engineers have been guided in their evolution of the Performer family by a five-S standard of merit — styling, speed, stability, smoothness of ride, and spaciousness.

New Peformer line by U.S. Fiber Glass Products, Inc. available in ten models from ten to 18′.

Constructed entirely of fiber glass, the Tropicana with flying bridge provides a 6′ by 7′ cockpit for comfortable fishing and just plain outdoor living. The cabin boasts a pair of berths; a fresh water tank with sink; provision for a galley stove and marine head, and plenty of storage space. Weighing 1,200 pounds, the cruiser measures 92″ at the beam and 47″ in depth.

Designed to utilize every inch of space aboard, the Performer Seven Seas is an overnight cruiser just under 16′ long. Like the Tropicana, she has two berths and ample storage in the cabin, while the cockpit dimensions are 5′ 5″ by 7′ and beam, depth, and weight figures are 79″, 39″, and 750 pounds, respectively.

The Vagabond runabout and Playboy speed-pleasure craft share several characteristics: 15′ 3″ length; 72″ beam; 37″ depth; 80″ deck length; transoms which will take dual motors, and provisions for installation of remote controls.

The former, however, weighs 400 pounds and has a large utility cockpit with a walk-through front and customized rear seats; the Playboy weighs in at 420 pounds and provides no walk-through space in its double cockpit.

Swift and shifty, the 13′ 6″ Havoc is streamlined for quick rising and fast planing with two or more water-skiers; the 300-pound craft is 68″ at the beam, 28″ deep, and has a 76″ deck.

For More Information Write No. 811 on "More Data Card"

Cruis-Along

"The Big Six for '57" . . . That's what the folks that build Cruis-Along say about their new line. M. M. Davis & Son, Inc., of Solomons, Md. and its staff has been building Cruis-Along boats for more than 80 years now.

They've been building tradition at the same time, too, they say, as their business grew with the industry. According to the firm, Cruis-Alongs are built by experienced, seasoned builders who provide the skilled workmanship necessary to turn fine materials into finished boats that are built to last. Chesapeake Bay is Cruis-Along testing ground. And along with durability, Davis attempts to provide the utmost in modern styling and standard equipment. Then, too, there's a host of optional equipment available with various models in the Cruis-Along fleet.

Here's a shot of Lucille Ball, Desi Arnaz and others in the cast of "I Love Lucy" during a recent telecast in which this Cruis-Along got co-star billing.

Let's get specific. Starting with the Express 27, we'll take a closer look at this line of inboards. Inside the Express, you almost get an 'apartment' feeling, says Davis. A full-length mirror for Madame's self-appraisal is only one of the interior appointments that Davis says makes it "a decorator's dream."

Latest fabrics in newest colors decorate the cabin that has sleeping accommodations for four. Two can sleep comfortably in the full sized dinette that opens into a double bed and another pair in the settee that converts into upper and lower berths. The full-sized lavatory has a marine toilet and wash bowl, drug toiletries compartment, as well as the full-length mirror mentioned above.

The completely equipped galley has a stainless steel sink, a two burner alcohol stove, glass rack, insulated ice box and dry grocery cabinet. There are five hanging lockers and stowage space aplenty, says Davis.

The Vacationer 22 is said by the firm to be "ideal for holiday cruising." It features the Super Hy-Plane hull designed to provide a smooth, safe ride through heaviest seas, according to Cruis-Along. Other features include its 7′9″ beam, a self-bailing cockpit, full-sized stern seat with stowage space beneath the folding helmsman seat. The fully-insulated, hinged engine box is easily accessible. There are two permanent berths and two removable berths available as extra equipment. Many of the same appointments featured in the Express are found in this 22-footer.

The Buccaneer is Cruis-Along's 19-footer, with a 7′ beam. It's said to be ideal for water-skiing, aquaplaning or just pleasure riding. A spacious cockpit has a stern seat and plenty of room for fishing chairs. It has metal-faced rub rails and chrome-plated bow chocks, stern

(Continued on page 180)

L PRODUCTS

created especially for Boats

NEW CUPRINOL GREASE OFF

Whisks away grease, oil and gasoline from galley, engine compartment, bilge, woodwork — cleans any surface, metal, wood, glass, paint, fabric

From Cuprinol Limited, who gave us reliable Cuprinol Wood Preservative, comes this potent cleanser, so popular with British yachtsmen. Just an ounce in a pail of water means the end of messy, slippery surfaces — topside and below decks. No rinsing necessary. A few drops poured into the bilge water cleans the bilge automatically without scrubbing — rids it of sickening odors— makes it easy to pump out the floating oil and gasoline and, at the same time, removes the danger of explosion and fire. To give your engine block a protective film against rust, simply dilute with kerosene instead of water.

98¢ pint $1.79 quart $6.49 gallon

NEW CUPRINOL ODOR FREE

Stops musty odors
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Disinfects any surface

Spray or wipe it on any surface where there is poor circulation of air, such as cabins, deckhouses and lockers. Existing odors, germs, and mildew caused by all bacteria that cling to surfaces are not only done away with but are prevented from forming again later on. One treatment lasts all season. Apply to painted or varnished surfaces, fabrics or leather. Available in concentrate form for mixing with water.

$1.49 pint $2.79 quart $8.98 gallon

CUPRINOL WOOD PRESERVATIVE

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Controls warping, swelling, shrinking, checking

Prevents costly, time-consuming repairs. Created in 1908 especially for marine use. Still the leader today because of its stronger formula. Water repellents added to make wood keep its shape. Use as a primer to preserve both the looks and the life of your boat. Prevents ugly black marks when varnish or paint chips off in mid-season. Treat all wood on all sides when building. Treat each new piece when repairing. Apply by brush or dip. It's the safe-to-use preservative — no rubber gloves needed to apply. Use Clear under varnish, stain, pastel paints. Use Green on bottoms and under dark paints.

98¢ pint $1.75 quart $4.70 gallon

ONEY-BACK ON EVERY ITEM

CUPRINOL SAV-IT

Mildewproofs and waterproofs clothing, leather, canvas

Provides more comfort for you; longer life for your equipment. Clothes shrug off water yet the fabric can still "breathe". Leather, canvas and other fabrics won't mildew. There's no odor, discoloration or stiffening. Even wet canvas can be stored away without danger of unsightly, destructive mildew. Apply by dip, brush, sponge or rag.

$1.75 quart $4.70 gallon

CUPRINOL ROPE PRESERVATIVE

Prevents rot, barnacles and slimy marine growths. Keeps your rigging, anchor rodes and all other ropes clean and strong — even when stored away wet.
Leaves no sticky residue, will not stiffen the rope and can not wear away by friction because it sinks *into* the fibres.
Easily applied with just a quick dip.
Use #30 for ropes used out of water or sometimes immersed, such as anchor rodes.

$1.45 quart $4.00 gallon

Use #50 for submerged nets and ropes.

$1.80 quart $5.85 gallon

The message above will appear as a full page advertisement in *Motor Boating, Popular Boating, Yachting* and *The Rudder.* It is the beginning of an intensive spring campaign.

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More Data No., Cuprinol 81

CRUIS-ALONG

(Continued from page 178)

light fixture, lifting rings, and brass stem band. Lower guard rails, too, are metal-faced.

The Bimini 27, with its 8'11" beam, is, in the words of its builder, "a fisherman's dream." This is Cruis-Along's newest model, created especially for the fisherman, but also recommended for cruising. It sports a cabin with full headroom, two permanent berths and ample storage beneath. There's a galley that's equipped with a stainless steel sink, alcohol stove, ice box and dry grocery compartment. A complete lavatory also has full headroom.

Then, there's the Angler 22, Cruis-Along hard top, "Sea-sure" fishing boat, with a 7'9" beam. It's got the Super Hy-Plane hull that combines the features of both the round bottom and fast-planing V-bottom types, according to Davis. And, finally, there's the Sportster 22, with like beam size. It'll go up to 32 mph, depending on engine option selected. It features a roomy cockpit and a hinged, insulated engine box.

The extra—optional—features are too numerous to enumerate, but for more complete information about them and more about the boats, write for literature, brochures and specifications or price lists, etc.

For More Information Write No. 812 on "More Data Card"

Speedicraft

What's new at Speedicraft? Well, several things, really. First of all, the Jacksonville, Fla. boat company has ten new, exciting models ready for presentation. Production is at an all-time peak. And Speedicraft Boat Co. is anticipating the greatest season in its history, according to John Bushloper, Speedicraft manager.

The Speedicraft Sportster shown here illustrates the style and performance that have been built-into these mahogany marine plywood craft.

It will be remembered that during the height of the 1956 season, Speedicraft suffered a disastrous plant fire in which 30 boats were destroyed. Production had to start from scratch and for several months orders piled up and could not be filled.

For some months now, though, Bushloper says Speedicraft has been stockpiling for this new season. The firm is prepared, according to Bushloper, to provide fast 1957 deliveries. The new ten-model line of 14 and 16-footers will be officially introduced in Chicago at the boat show. Speedicraft will occupy booths 61, 62 and 63

The new outboard line has undergone some structural changes, according to Bushloper, and the result is stronger, tougher craft.

"Every season," says Bushloper, "horsepower is being added to outboard motors. This means . . . speed." He stressed the fact that greater speed means greater strains and stresses, pulls and pressures on today's craft. He pointed out that the 1957 Speedicraft will safely handle the largest outboard motors built today.

All 1957 Speedicrafts will have double bottoms—56/100 of an inch thick. The new Speedicraft, says Bushloper, is all-mahogany with a longitudinal framing system of selected Philippine mahogany. The hulls are constructed of 5-ply, 7-millimeter imported Gaboon mahogany marine plywood, which reportedly combines strength, beauty and durability. The after-plane is reinforced with five extra plys and mahogany knees to seal the transom joints against leaking. Customers have a choice of five two-color combinations.

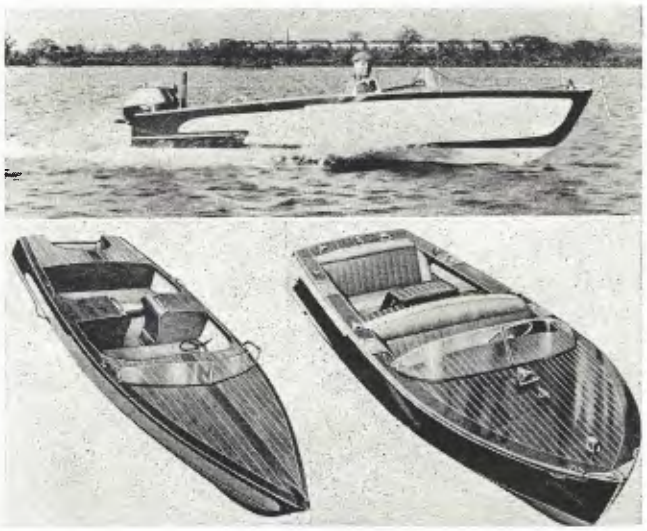
Brass or bronze fastenings are used on the Speedicraft boats. And, according to Bushloper, the extra strength and durability that Speedicraft credits to this year's fleet has not increased the craft's weight so that they can easily be transported by trailer and launched or loaded by one person.

For More Information Write No. 813 on "More Data Card"

British Marine

That sports car influence has turned up again. This time it's reflected in the design of the new BMP inboard. The sports car design of the new boat came from the drawing boards of Donald Healey. The inboard is aptly called the Sportsboat.

The craft is engineered for high speed with maximum safety, says British Marine Products, Ltd., Port Washington, N. Y. The firm claims its new craft is unusually roomy and carries up to five persons in what it calls 'cradled' comfort. Its primary distinction insofar as appearance is concerned is its lack of any so-called 'gingerbread'. The inboard is a 16-footer.



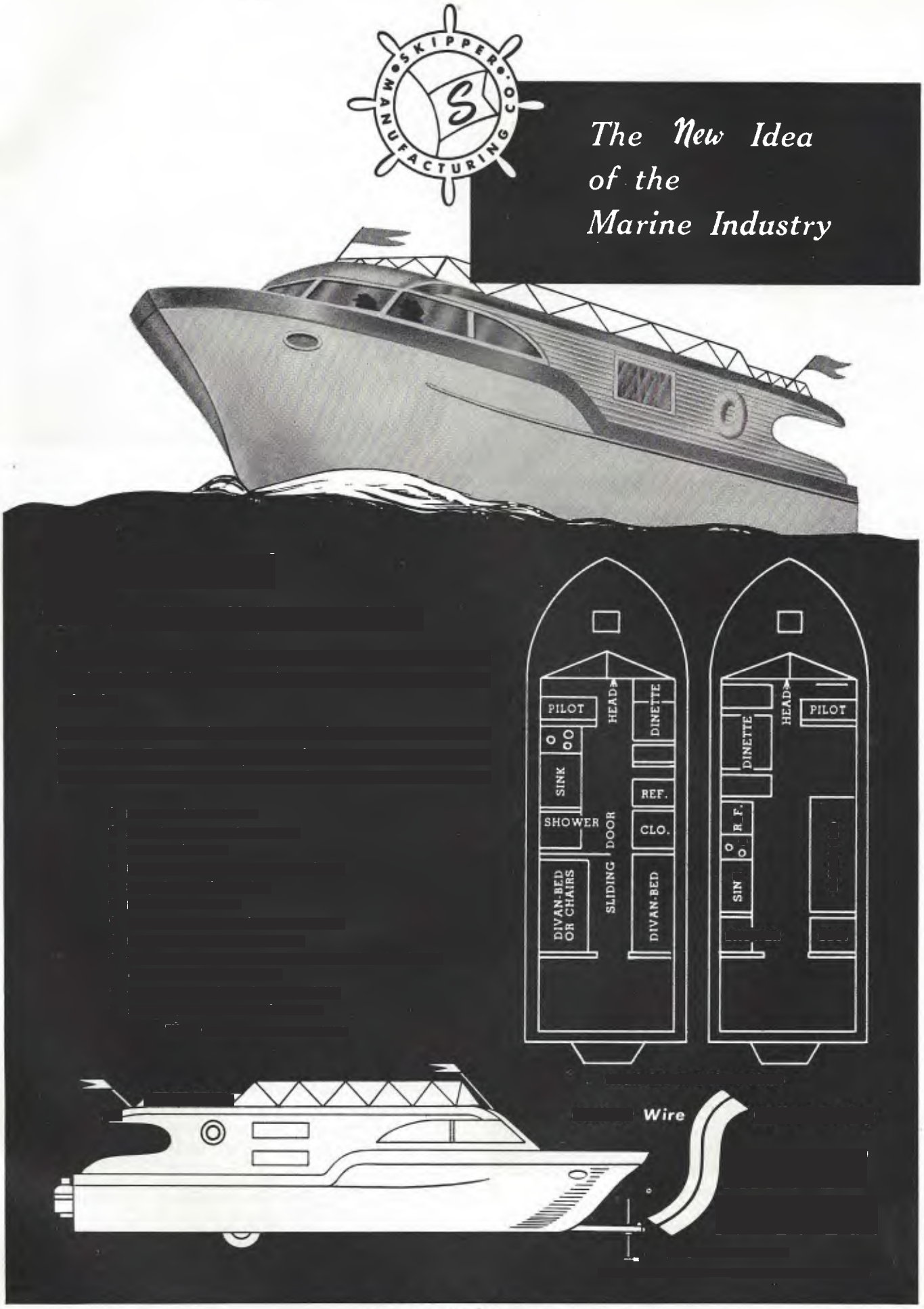
Sports car influence is evident in these marine offerings of British Marine Products. Top photograph shows BMP outboard. At lower left is a close-up of outboard craft. Picture at lower right shows view of new BMP inboard.

There's a Healey-designed outboard Sportsboat, too. It's 14'6" long and sports a roomy 64" beam. The outboard is a walk-through with many of the same deluxe appointments found in the inboard. The craft will handle motors of from 10 hp to 40 hp.

But to get back to the inboard model . . . It is upholstered and finished, according to BMP, in style to satisfy the most discriminating tastes. Decks and seats are covered with a special tough British plastic said to be impervious to sun and salt water. The interior color scheme is keyed to the smart two-tone exterior.

Such items as one-handed clutch and throttle control, safety handles, cockpit and engine compartment ventilators, fire extinguisher, bilge pump, etc. assure comfort and safety in the craft.

For More Information Write No. 814 on "More Data Card"



More Data No., Skipper 82

NEW BOAT FOR FUN & PROFITS IN 1957

- *Sea Swift runabout built by College Mill.*
- *The "Sea Skiff" by Assoc. Naval Arch.*
- *A 14' runabout by Glasspar of Calif.*
- *The beautiful Carter Craft 16.*

Wizard Boats

A new line of craft will highlight Wizard Boats, Inc.'s 1957 unveiling at this winter's boat shows. A number of changes will be seen in existing models when they are displayed.

The new line features a new deluxe runabout 13′ long which incorporates a special multi-colored deck finish and an appearance comparable to modern sport cars and a new 19′ cabin cruiser with two 6′6″ bunks.

For skin diving, water skiing, fishing or just plain water sports, the Wizard 14′ Holiday for 1957 shown above offers maximum beam and depth plus extra stability. P.s. The skin diver is holding an 11½ pound lobster, or "crawfish", captured near Laguna Beach, Calif.

All boats, including present models, will feature impregnated colors in at least six shades and black and white. Another Wizard innovation is its right to display OBC certification on its new models. This is a result of its recent admittance as a member of the Outboard Boating Club. According to Wizard officials, theirs is the first plastic boat company on the West Coast to be admitted to OBC membership.

The new runabout, as yet unnamed, in addition to having the new deck color arrangement, will be provided with a flat bottom 52″ wide and non-trip chines. The deck will have two split curved windshields and will be offered complete with hardware, steering equipment, accessories and upholstery as standard equipment.

The new 19-footer features, in addition to sleeping accommodations, a head and a streamlined cabin with 59″ headroom. The cruiser has been designed with a flying bridge and a stern arrangement that will provide for two motors and a self-bailing well with the bulkhead for the well serving as a seat back. In addition to this and the 13′ runabout, Wizard will display five other models for '57.

These include the 13½′ utility, featuring a plastic deck and gunwales, a U-shaped rear seat of molded fiberglass and plastic which will double as a flotation unit and a plastic front seat. Another in Wizard's line is the 14′ Holiday, which remains unchanged except for the addition of an optional stern deck. The remodeled 12′ sportsman features plastic gunwales and an optional plastic deck. The U-shaped rear seat is another feature of this craft. Upholstery is optional on the Holiday and the utility.

Still another in Wizard's line is the re-designed 15′ Resorter, featuring an open shelter cabin, a semi-V bottom with spray deflecting chines and stern and bow flotation units. This model, too, sports an all plastic deck and gunwales. The plastic cabin is optional.

The new 16′ Marlin also represents a complete job of redesigning. The bottom of this craft is also semi-V and features the spray deflecting chines. Deck and gunwales are fiberglass and plastic and a shelter cabin is offered as optional equipment. Sleeping accommodations

(Continued on page 184)

these owners say: *Get an* INTERCEPTOR

125 H.P. 145 H.P. 165 H.P. 185 H.P. 215 H.P.

From Gastonia, N.C.: "She packs a lot of horsepower and will snap three and four skiers out of the water without the slightest hesitation."

From Greensburg, Pa.: "At cruising speed of about 1200-1500 r.p.m. it burns about three gallons per hour. The other boats on the Allegheny River just can't seem to figure this out—"

From Toledo, Ohio: "Even my wife likes the boat since I put the Interceptor in it. She says, 'We can do things with it now.' For the first time in five years I can carry four and six people—"

From Prince Frederick, Md.: "I am the happiest boat owner in the Chesapeake Bay area. I have licked every boat in the Patuxent River."

From Italy: "The motor is superior to any eulogy and an asset to the perfect boat."

From Seattle, Wash.: "Magnificent engine, amazing performance."

From Portland, Ore.: "—phenomenal—I call it my little panther because it runs so smooth and quiet. I get 1/3 more mileage than.....engine of another make."

From Dallas, Tex.: "It is the marine engine of tomorrow, here today. Beats the fastest runabouts—one had the advantage of an extra 105 h.p."

From Palm Beach, Fla.: "Uses so little gas it seems to run on its reputation."

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More Data No., Dearborn 83

WIZARD

(Continued from page 182)

are standard equipment. Bunk arrangements are so constructed as to provide bow flotation and a stern flotation unit is included which also serves as a scupper well. Hardware, windshields and steering installation are optional equipment on the Marlin. The transom will carry two outboard motors.

Harold Hauflaire, president of Wizard Boats, announced that in his opinion, the 1957 production will be the most attractive and saleable line Wizard has ever offered.

For More Information Write No. 815 on "More Data Card"

Inland Seas

Inland Seas Boat Co. of Cleveland, Ohio now offers seven models of its steel hull inboard pleasure cruisers; the line is available in four different sizes with a variety of power options.

Entirely new to the '57 line are the 35′ and 39′ cruisers, offered both as a flying bridge model and also as a double cabin deckhouse model. These new models replace the former 32′ and 36′ craft of other years.

Here, Inland Seas' Steel Clipper, 26′ Flying Bridge Sedan cruises along. It's a craft built for easy handling, even in heavy seas, according to the builder.

Power options are twin screw gasoline engines from 310 hp to 500 hp. Twin diesel engines are also available. Each of the models sleeps six and features a large galley, an enclosed toilet room and generous aisle room to the 11′6″ beam.

Inland's 26′ flybridge sedan is included in the '57 line. This craft sleeps four and features complete accommodations, including dinette and an enclosed toilet room. Power options are available in both single screw to 215 hp and twin screw installations.

The 26′ Day Cruiser sleeps two, is available in either single or twin screw installations. Inland's 22′ sport cruiser features single screw power to 215 hp. This standard production model will sleep two, and is available with a marine toilet inside the forward cabin.

Inland's Steel-Clipper modified Vee steel hull offers high performance and easy handling characteristics even in heavy seas, according to the firm. The copper-bearing alloy steel is coated inside and out with a vinyl plastic that has corrosion resistance even in the salt water of the tropics.

Inland cabins are constructed of solid Philippine mahogany and interiors are fitted out in the modern trend. Exterior design is highlighted by a stem with considerable rake and generous forward flare, which, combined with the formed concave bottom sections forward, provides a fast, dry cruiser, according to Inland.

For More Information Write No. 816 on "More Data Card"

Century

Claiming an industry-wide eminence in creativity of styling, the Century Boat Co. announces that its 1957 output of 11 wood boats is the result of a thorough redesign program at its plant in Manistee, Mich.

To bring its total to 11, Century has introduced the Raven 22—"the most rugged, seaworthy lapstrake big water cruise boat ever built"—and the 15′ Colt runabout ski model—"the first high quality inboard in the lower price field".

Smallest entry in the Century catalogue is the Imperial 14 outboard runabout whose motors up to 40 hp can be steered either from the center deck or forward positions. Built primarily of mahogany, the Imperial features a walk-through center deck and a portside glove compartment and can be equipped with windshield, upholstery, and running lights.

Available with Gray and Chrysler engines up to 135 hp, the Raven 22 makes an ideal fishing boat and its pair of 6′ bunks—accessible through a companionway leading forward to the deck hatch—comes in handy for short cruises. Century says she'll hit 35 or more mph.

This 15′ Colt runabout ski model by Century is equipped with Fageol V-I-P four-cylinder engine.

Dubbed the perfect small ski tow with its standard ski tow ring and maximum torque at 2,300 rpm, the Colt 15 requires about 10 hours to run out a 14-gallon tank of gas. The Colt is equipped with a conventional four-cylinder and -cycle Fageol vertical inboard power engine.

Of the holdovers in the Century fleet, the custom-designed Coronado 21 is probably the best known due to its speeds in excess of 55 mph which backs up its reputation as the fastest stock-built runabout in the world. It is available with Gray, Chrysler, Nordberg, Dearborn Interceptor, and Cadillac Crusader engines—including V-8's—from 135 to a top of 300 hp.

In the 19′ class, the Viking 19 is redesigned for '57 with new cam and lever steering and a chrome-framed wing-ventilated windshield. Down a notch, the Resorter 18—with which a convertible top and fully upholstered interior as optional equipment—is equally suited to water ski and family usage, and the Arabian 18 cruiser-ski boat is its maker's selection as the sports car of the boating firmament.

The four remaining models in Century's catalogue are the Resorter 16, the official boat for the recent National Water Ski championships, which has been restyled this year; Seaflyte 16, billed as the premier clinker-built fishing boat, which is offered with a walk-through forward seat, glove compartment, and storage forward between the deck and bilge; Palomino 15, designed for single or twin motor installations, forward steering, and "the inboard ride", and the charcoal black Pinto 15 with red and white upholstery.

All Century boats are of mahogany—either African or natural or mahogany planking—and the Arabian 18, Resorter 16, the trio of 15's—Colt, Pinto, and Palomino—, and the Imperial 14 also feature blonde avodire decking.

For More Information Write No. 817 on "More Data Card"

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W. S. SAMPSON, Boston, Mass.
KURT SCHMIDT, Dayton, Ohio
J. W. STARK CO., Detroit, Mich.

More Data No., Flightex 84

Duratech

Dura-Deck's the new Duratech feature that'll have the Boat Show-goers talking. It's the Duratech Manufacturing Corp.'s new no-maintenance color system for decking. What is this Duratech feature? According to the Pleasantville, N. Y. firm, Dura-Deck provides an abrasion-proof, textured, non-skid surface. This Duratech innovation will be featured throughout the recently-announced 1957 line.

Duratech is introducing a couple of newcomers to its fleet, too. They're the 14′ and 16′ Deluxe outboard runabouts. Their features include front, side and rear decks, upholstered foam-cushioned backrests and seats, styled in vinyl fabrics that match the new Dura-Deck finished decks. These craft are available completely fitted out and ready to use with factory-installed deck hardware, floorboards, storage compartments, wrap-around windshields and concealed cable steering and convertible top.

Here's Duratech Mfg. Co.'s new Sealine Model S-197R. It's a 19-footer with an 85″ beam. The craft is rated for 80 hp.

A new 19′ Sport Cruiser makes its debut this month, too. This Sealine model features an 85″ beam, with 44″ depth at the bow and 35″ amidship. Duratech recommends it for long distance family cruising or fishing on the "biggest of rough lakes or open ocean." Initially, the craft is available in one version only; it has Dura-Deck finished front, side and rear decks, upholstered seats and backrests, fore and aft storage compartments and floorboards. Optional accessories include wrap-around windshield, white Nylon convertible top and concealed cable steering.

This 19-footer provides the room and possible sleeping accommodations required for today's boaters, says Duratech. It's been designed to accommodate up to twin 60 hp outboard motors; however, Duratech recommends installation of either a 30 hp single or twin 15 hp motors for "satisfactory performance."

Unchanged in design are craft in Duratech's Pramline series of 8′, 9′ and 11½′ dinghies and automobile top fishing boats. The rugged Duratech Veeline series of 12′ and 14′ utility and outboard runabouts also remain unchanged.

Increased bottom reinforcements to accommodate higher horsepower motors and the addition of Dura-Deck with matching upholstered backrests are the extent of modifications on 14′ and 16′ round chine, rough water utilities and runabouts in the Sealine series, according to Duratech.

For More Information Write No. 818 on "More Data Card"

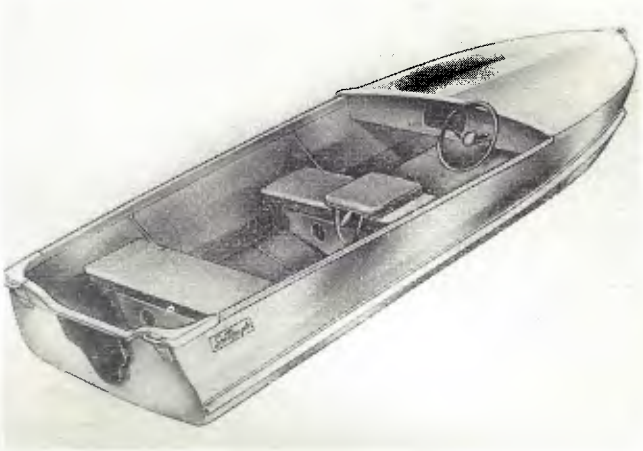
Aero Mfg.

Two new 14′ Sea Nymph aluminum boats have been added to the 1957 line of Aero Manufacturing Corp., Syracuse, Ind.

Also new this year are conversion kits, available from stock, which convert the new utility outboard to a decked runabout.

Model 14 RU, the utility outboard, has a 12″ forward deck, is Styrofoam-equipped, will accommodate motors to 18 hp and has a load capacity of 1,000 pounds.

Model 14 RR has a 66″ forward deck, two seats with a walk-through section and a front seatback. A glove compartment is built into the wide, angled dashboard. It's Styrofoam-equipped, will accommodate motors to 14 hp and has a 1,000-pound load capacity.



Aero Mfg. Co.'s 14′ Sea Nymph boats wide 66″ beam and two seats with walk-through center deck.

Both new Sea Nymphs have 62″ beams, transoms 52″ wide, 31½″ of freeboard forward and 19½″ aft. Model 14 RU weighs 175 pounds, the outboard runabout 240 pounds.

Aero reports performance tests of both models show excellent handling characteristics and safety on fast turns. Contributing factors, the manufacturer claims, are extra skid rails on the bottoms of both boats—two on the Model 14 RU and four on the Model 14 RR.

Aero's new conversion kits are factory-built and can be installed in half an hour, the maker says, using only an electric drill, pliers and a screwdriver. Instructions are supplied with each kit. Conversion affords the advantage of runabout appearance and comfort plus the convenience of a utility boat at the owner's option.

The converted Model 14 RU resembles the factory-completed runabout, Model 14 RR, but the manufacturer points out that addition of the conversion kits does not increase maximum motor capacity beyond 18 hp.

Conversion Kit 141 includes a dash panel, glove compartment and the complete forward deck assembly. Conversion Kit 142 seatback, walk-through section and all necessary bracing.

Prices for the new models and the conversion kits are not yet available.

For More Information Write No. 819 on "More Data Card"

Richardson

The Richardson Fleet of pleasure craft for 1957 consists of a total of nine production models ranging from a sturdy "27" Day Cruiser to the majestic "43" Motor Yacht, flagship of the fleet. Newcomers to the '57 line are the Double Cabin "43", the "40" Sport Cruiser, the "39" Sedan and Express models, and the "27" Utility and Express Cruisers. With the exception of the "27" models, twin power, with reduction drives and hydraulic clutch controls, is standard on all Richardsons. The craft are

(Continued on page 194)

MORE NEW BOAT STORIES ON PAGE 194

* Turning the heads of the Crowd...
THE NEW Bell Boy BOATS
HARDTOP
RUNABOUT
BIKINI
EXPRESS

Bell Boy®

THE Drybak "SKIMMER"*
WATER SAFETY BELT
SKIING • SWIMMING • FISHING • HUNTING
The Drybak "SKIMMER" fills the need for a lightweight safety belt that is comfortable, practical and permits complete freedom of movement. Made especially for water skiing, the "SKIMMER" also is highly useful for learning to swim, fishing and hunting. The "SKIMMER" is designed to furnish comfort and safety for all active water sports for all ages, sizes and shapes.
ORDER FROM YOUR JOBBER TODAY
Equal buoyancy fore and aft that is soft and resilient.
Exclusive design permits instant size adjustment for perfect fit.
Horizontal strap construction prevents belt from slipping, fits belt to body contour snugly, comfortably. Vertical web-on-web construction with shell material between permits no strain or tear of shell material.
Heavy-duty, rustproof hardware that lock securely, snap open easily.
Heavy drill shell, stuffed with new, selected Java Kapok in heat-sealed vinyl inserts prevents water logging.
PRICE: $4.75 List
SIZES: Small, Medium & Large
COLOR: Bright Orange
PACKED: One dozen, same size to a carton
SHPG. WT: Small 13 lbs
(ONE DOZ.) Med. 15 lbs
Large 16 lbs
Drybak
DIVISION OF
RED HEAD BRAND COMPANY
4311 W. Belmont Avenue, Chicago, Ill.

STERLING

Boat Trailers

SALEM, OHIO

Ride it *Smoothly*

STERLING "PAL"

The Best Trailer Value Today!

The steel tongue is wider and the cross channel is sturdier than comparable trailers in this price class. Ideal for 12 Ft. Aluminum and the light plywood boats.

VALUE CHECK

- WINCH STAND
- LOADING ROLLER
- ADJUSTABLE CRADLES
- FULL FORMED FENDERS
- TIMKEN BEARINGS
- 4:80 x 8 WIDE BASE TIRES
- CUSHION COIL SPRINGS

For Boats to 180 Lbs.—Maximum Load 425 Lbs.
Rated Capacity 300 Lbs.—Shipping Weight 160 Lbs.

STERLING "MARINER"

America's Most Popular Boat Trailer!

ULTRA MODERN DESIGN gives a full measure of beauty, as well as that extra service and dependability that is built into STERLING TRAILERS. Geared winch handles boats to 325 pounds. Tongue length 13 Ft. to 17 Ft.

VALUE CHECK

- AUTOMATIC COUPLER
- GEARED WINCH
- PADDED CRADLES
- DEMOUNTABLE WHEELS
- HI-SPEED TIRES
- HYD. SHOCK ABSORBERS
- GROOVED TONGUE

For Boats to 325 Lbs.—Maximum Load 650 Lbs.
Rated Capacity 500 Lbs.—Shipping Weight 211 Lbs.

STERLING "MARINER DELUXE"

The sensational new LIFT-O-MATIC that makes launching the heavier boats a pleasure. The popular TILT-GLIDE and transom bar are all regular equipment on the Mariner Deluxe. Only Sterling offers so much for your money.

For Boats to 325 Lbs.
Maximum Load 650 Lbs.

COLORAMA

- STERLING IS FIRST!
- FIRST WITH KEEL-GUIDE
- FIRST WITH TILT-GLIDE
- FIRST WITH LIFT-O-MATIC
- FIRST WITH COLORAMA

Rated Capacity 500 Lbs.
Shipping Weight 267 Lbs.

FOR COMPLETE SPECIFICATIONS SEE PRICE SHEET No. 357

ACCESSOR

b-66 TRANSOM TIE D
Deluxe transo down automa adjuss to w with tra

H-88 GUNWALE BA HOLD DOWN
For an across he be tie that is easy to sec and does a superior j

WIN STA
Heavy dut able win with n roller. C with m bols.

TONGUE RCLLERS
For easy loading and l ing install a set of rollers on your trailer.

WIDE
Fast positive strong, d steel gears ped with 3 and steel ho

618 STOP AND TAIL LIGHT
Tail light kit includes combination stop, tail light, license plate wire and connectors

C
Repla cradles wi smooth rolling

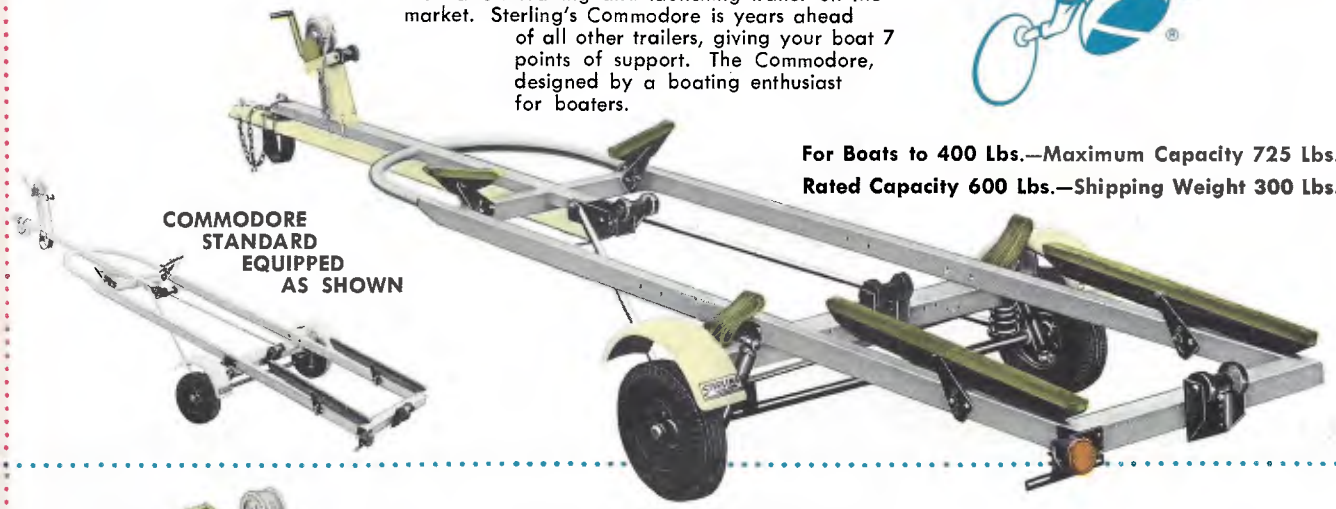
MOTOR S
Keeps mot in transp fingertip at

on a Sterling!

COMMODORE DELUXE

A startling new discovery in boat transportation. The Tilt-Glide tongue and Lift-O-Matic make this the easiest loading and launching trailer on the market. Sterling's Commodore is years ahead of all other trailers, giving your boat 7 points of support. The Commodore, designed by a boating enthusiast for boaters.

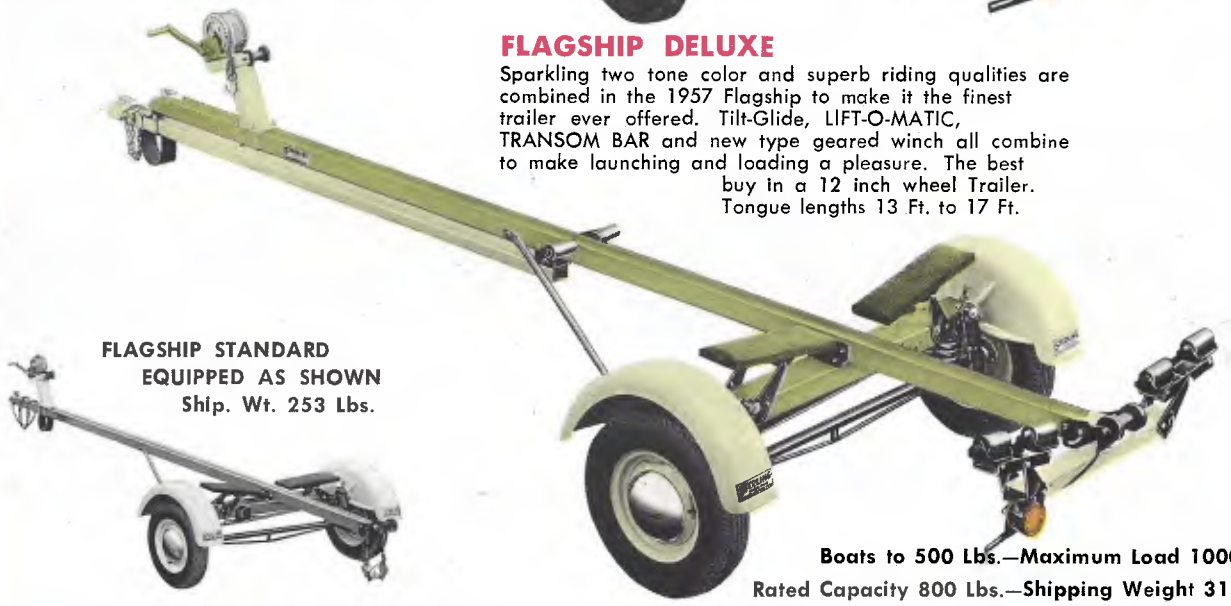
For Boats to 400 Lbs.—Maximum Capacity 725 Lbs.
Rated Capacity 600 Lbs.—Shipping Weight 300 Lbs.



COMMODORE STANDARD EQUIPPED AS SHOWN

FLAGSHIP DELUXE

Sparkling two tone color and superb riding qualities are combined in the 1957 Flagship to make it the finest trailer ever offered. Tilt-Glide, LIFT-O-MATIC, TRANSOM BAR and new type geared winch all combine to make launching and loading a pleasure. The best buy in a 12 inch wheel Trailer. Tongue lengths 13 Ft. to 17 Ft.



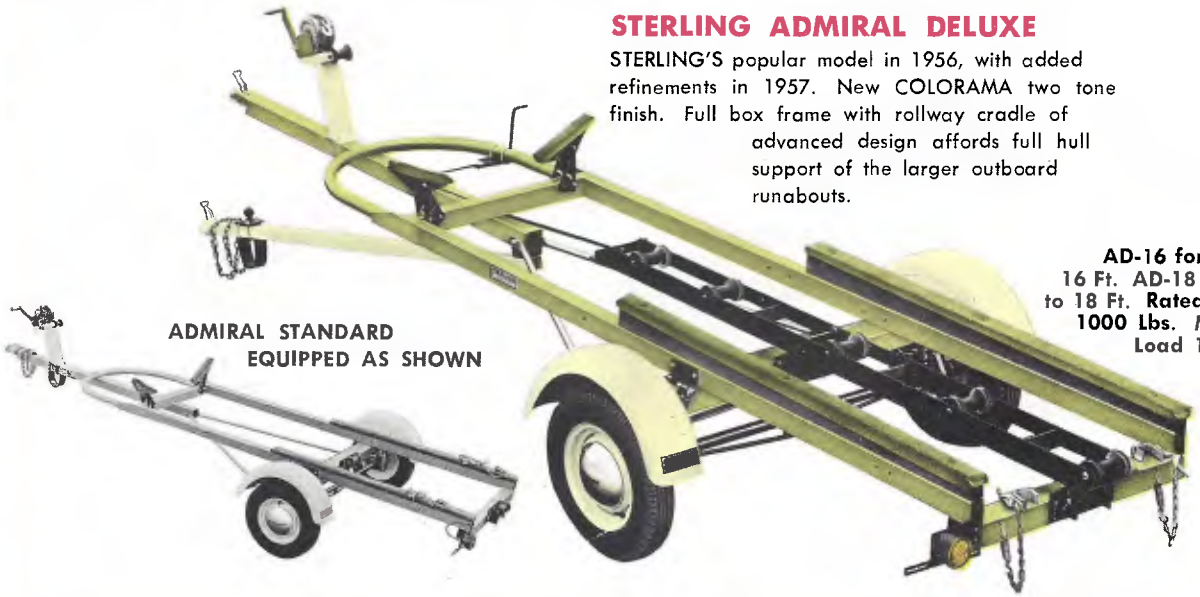
FLAGSHIP STANDARD EQUIPPED AS SHOWN
Ship. Wt. 253 Lbs.

Boats to 500 Lbs.—Maximum Load 1000 Lbs.
Rated Capacity 800 Lbs.—Shipping Weight 319 Lbs.

STERLING ADMIRAL DELUXE

STERLING'S popular model in 1956, with added refinements in 1957. New COLORAMA two tone finish. Full box frame with rollway cradle of advanced design affords full hull support of the larger outboard runabouts.

AD-16 for boats to 16 Ft. AD-18 for boats to 18 Ft. Rated capacity 1000 Lbs. Maximum Load 1200 Lbs.



ADMIRAL STANDARD EQUIPPED AS SHOWN

BEE LINE ANTI-SWAY BAR IS STANDARD EQUIPMENT ON ALL STERLINGS

SSORIES

H-66 ANSON TIE DOWN
Deluxe transom tie down automatically adjuss ta variaus wicth transoms.

UNWALE BAR LD DOWN
ıcross he beam easy to secure a superior job.

WINCH STAND
Hecvy duty adjustable winch stand with new praw roller. Complete with mounting bolts.

GUE RCLLERS
ıading and launch- a set of these ıour trciler.

H-15-R GEARED WINCH WIDE SPOOL
Fest actian, pastive ratchet, strong, durable steel gears. Equipped with 3/8" rope and steel hook.

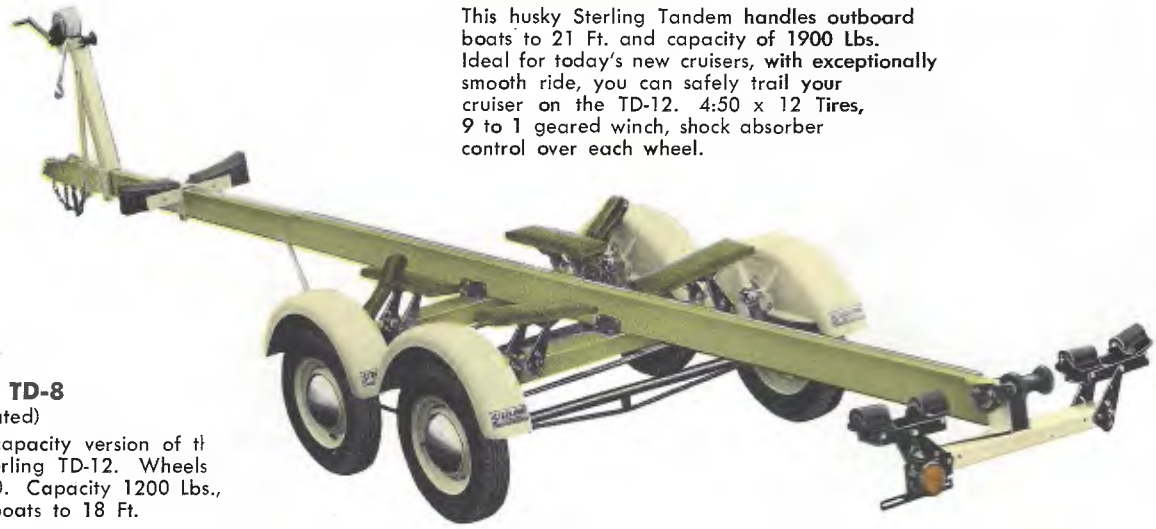
plate bracket, nectors.

ROLL AWAY CRADLES
Replace wood cradles with these oth rolling cradles.

MOTOR SUPPORT
Keeps mator tilted in transportation, fingertip release at water's edge.

TANDEM TD-12

This husky Sterling Tandem handles outboard boats to 21 Ft. and capacity of 1900 Lbs. Ideal for today's new cruisers, with exceptionally smooth ride, you can safely trail your cruiser on the TD-12. 4:50 x 12 Tires, 9 to 1 geared winch, shock absorber control over each wheel.



TANDEM TD-8

(not illustrated)

A lighter capacity version of tl famous Sterling TD-12. Wheels (4:00 x 8"). Capacity 1200 Lbs., outboard boats to 18 Ft.

STERLING

as modern as tomorrow...

The 1957 Sterling Trailer reflects in every detail the smooth appearance of our modern air age. With excellent roadability, launching and loading ease. Sterling ownership will enhance your enjoyment of outboard boating!

STERLING SUPREME

As the name implies, the finest example of modern trailer engineering. Completely roller equipped, automatic coupler, full transom support, tilt-glide and new, powerful geared winch. For the man who demands the best, assuring years of superior service.

STERLING BOAT TRAILERS • SALEM, OHIO

Division of Save-Way Sales & Mfg., Inc.

announcing...for '57

DANCO

NEW LOW PRICES

NYLON AND VINYL COATED TILLER CABLES

ATTRACTIVE...*Versatile*...CABLE SALES KIT

Even better for '57, this eye-catching, colorful cable stand provides a variety of spool arrangements for one 1000 ft. spool . . . or two 500's . . . or four 250's . . . or two 250's and a 500. A real sales builder. With efficient built-in cutter and measure.

DANLON Rugged, long wearing NYLON TILLER CABLE. Available in red, green, blue or natural . . . 5/32" and 3/16" OD. ● NOW **15c** per ft. (5/32") and **18c** per ft. (3/16").

DURACORD Danco's popular VINYL TILLER CABLE. Available in red, green, blue or natural . . . 5/32" and 3/16" OD. ● NOW **12c** per ft. (5/32") and **13c** per ft. (3/16").

and introducing *New* for '57

Gold Cup

TILLER CABLE

only **28c** *per foot*

BIG! OVERSIZE bronze-nylon covered cable . . . load rated for 2000 lbs. Here's a quality cable for the boat owner who demands the best . . . ideal for motors over 20 hp.

SALES ON SIGHT with the golden stand designed for one 250 ft. spool of Gold Cup Tiller Cable.

Cash in on MORE SALES, BIGGER PROFITS in 1957 with the new, low-priced DANCO line of popular nylon-coated tiller cable and accessories. The same unsurpassed high quality products cost less (and will sell more) than any other cable on the market. You'll be selling a name product, known for quality by boaters everywhere. Only volume production — made necessary by last year's unprecedented demand — permits these new low prices for top quality tiller cables.

For more facts about the DANCO fast-selling line of marine products, see your distributor . . . write us direct. Do it today!

boat accessories in the DANCO *line of quality*

$1.75

OUTBOARD SAFETY CABLE

95c pr.

OUTBOARD MOUNTING PLATES

19c ea.

horizontal vertical

CABLE GUIDES

57c to $1.95 per ft.

HANDRAIL LIFE LINE

VISIT DANCO AT THE SHOWS • in New York, Booth D84 • in Chicago, Booth 14

DANCO *marine products division*

DANIELSON MANUFACTURING COMPANY • DANIELSON, CONNECTICUT

CREATED AND PRODUCED BY KING & RHEAUME, INC., HARTFORD

More Data No., Danielson 88

RICHARDSON

(Continued from page 186)

built by Richardson Boat Co., Inc. of North Tonawanda, New York.

The Richardson "43" Motor Yacht is flagship of the 1957 fleet now being debuted.

The new "43" Motor Yacht has greater freeboard and an unbroken sheer for greater beam and wider walk-around decks. Below the spacious sundeck are two luxurious staterooms, one for the owner and the other for guests. The craft will accommodate ten people. Both have two permanent berths, built-in furniture and full length hanging lockers. There is a large toilet room which may be equipped with a stall shower as optional equipment. The deckhouse is finished in mahogany and contains a sofa which can be made into a full size double bed. A large galley, which may have electric refrigeration and cooking, and dinette are forward of the deckhouse. Forward of this area is another private stateroom which is equipped with toilet facilities and two hanging lockers.

The new Double Cabin "43" for 1957 replaces the Double Cabin "41". The added length of this Fly Bridge model allows for improvements in the interior arrangement. Both cabins have been rearranged for greater comfort and convenience. The galley has been moved to the starboard side and there is a separate toilet forward. A Custom Express "43" and "40" Sport Cruiser are offered on special order. The latter will be displayed at the New York boat show. Also new to the Richardson line are two "39" models. a sedan and an express. The sedan has sleeping facilities for eight in three separate areas. There is 6′2″ headroom throughout both models and enough room in the hulls for the installation of diesel power and 110 volt generating plants.

The deckhouse of the sedan and the aft cockpit have been increased and this latter change provides ample room for lounging chairs, or even fishing chairs. The trunk cabin of both models is the same and includes a complete galley. dinette, enclosed toilet, plus two hanging lockers and additional stowage spaces. The "34" Sedan and Express Cruisers are being continued in 1957. Some slight changes in exterior lines have been made which gives the cruisers a low, sleek profile.

The "27" Express has sleeping facilities for four and full headroom throughout the trunk cabin. It has a complete galley and dinette which converts to a double berth, as well as an enclosed toilet with full headroom. The standard "27" utility is strictly a day cruiser but does have an enclosed toilet in the forepeak. Single power is standard on both "27" models but twin installations may be had as an extra.

All Richardson Cruisers are built on the Richardson round bilge hull. Planking is cedar, Everdur bronze fastened on steam bent white oak frames. Keels, stems and knee timbers are sawed to shape from white oak.

For More Information Write No. 822 on "More Data Card"

Lawrence Boat

Wrap-a-round windshield and streamlined styling give craft by Lawrence Boat sports car look.

From Orlando, Fla. comes word of the Saphire cruiser. This new craft is the lead model in the 1957 line of new and interesting boats designed by Lawrence Boat Co. of that city. The Saphire combines a full wrap-a-round windshield and a pair of streamlined fins assimilating the sports car appearance. A pair of full length bunks will sleep two adults and one child comfortably. Access to the forward deck is made through a large ventilator hatch.

There is a head under the bunk and plenty of storage space is provided throughout the boat. Side windows are designed to slide thus giving maximum ventilation.

The 15′ Rocket and 16′ Holiday models are also new with Lawrence this season. These new models are now in production.

For More Information Write No. 823 on "More Data Card"

LaCross

Lacross Boat Works at Alpena, Mich. is making its 14′ and 15′ runabouts a little wider this year. Other big news is its addition of an 18′ runabout.

This is LaCross' 15′ Admiral; it's wider than last year's 15-footers.

The smaller size runabouts have been widened considerably, according to LaCross, and deepened. Considerable emphasis, says the firm, is placed on wider transoms to carry the new bigger motors. LaCross design changes, says the firm, result in more speed, better turning and easier planing.

In addition to the 18′ outboard cruiser in the present line, LaCross is adding an 18′ runabout similar in design to the smaller runabouts. The new model is known as the Flagship and features a built-in motor well, capable of handling either one or two outboard motors. It is designed primarily as an all-around family or fishing boat.

Two-tone finishes, metal mouldings, high gloss mahogany decks and walk-tru decks are featured on LaCross craft. The motor well and plenty of chrome hardware are other LaCross features that add to La Cross' beauty and utility for the year ahead. Upholstered seats are optional on all runabouts.

For More Information Write No. 824 on "More Data Card"

Cadillac

Trim, tough and **terrific!**

for fast sales and sure profits!

Seville

Bar Harbor

Riviera

Coronado

7 NEW MODELS FOR '57

Here's the sleekest, smartest line in the outboard class . . . loaded with eye appeal, built and priced to give *you* and your customer more boat for the money. And *man* how they'll *move* — out of your showrooms, and out on the water. Striking new color styling in aluminum and molded plywood, new lines, new features, plus 7 completely new, eye-catching, salesmaking models added for '57.

PLUS FEATURES FOR EXTRA PROFITS

You'll find selling the high end of the new Cadillac line easier, faster than ever before. Here's why: deluxe models include windshield, steering, cleat, checks, step plates, foam cushioned seats, backs, and "crash" padded gunwales — all standard equipment!

Easy plus profits, too, from convertible tops — available for all 14-footers up, and deluxe models.

BEST DEAL FOR DEALERS

You get full-line selection in aluminum, combination aluminum and fiberglass, molded plywood and plylap. Every type, too, from light rowers and car-toppers rated at 16 h.p. to wide roomy open 14-footers rated to 40 h.p., as well as sleek, deluxe runabouts to 17 feet. Eye-poppers in design, colors and performance, plus big, high, dry 18-footers for offshore fishing and cruising.

You get full protection with Cadillac's exclusive franchise.

You get strong selling and telling support from ads in 13 big national magazines all season long! So, see 'em — you'll want to sell 'em. Cadillac gives *you* and your customers more boat for the money.

More Data No., Cadillac Boat 89

Write, Phone or Wire for complete details on the Cadillac line.

Cadillac

CADILLAC MARINE & BOAT COMPANY
440 Seventh Avenue
Cadillac, Michigan
Phone: Prospect 5-2483

THE DREAM OF EVERY YACHTSMAN
. . . . A NEW 1957 BOAT

- *The Wizard Holiday, a 14 footer.*
- *The Feathercraft Rocket means fun.*
- *A sunny day, a pretty girl and a Speedicraft.*
- *Lone Star "Meteor" for "style conscious people."*

Precision Marine

Years ago when boating was in its infancy, no one could have been expected to forsee the great strides boat builders would make toward offering the public sleek-styled craft with smooth, safe riding even at racing speeds. That's just what has happened in the boating industry though.

Take Precision Marine's PM craft, for example. Since making their official entry on the boating scene during 1956, PM boats, made by Precision Marine Co. of Bryn Mawr, Pa., have continued to win widespread attention and acceptance throughout the trade.

Significant design changes are being introduced in the 1957 models of PM's Flying Clipper line. A new model making its debut is the "Ocean Sovereign 20", largest and most luxurious craft in the Flying Clipper line. This molded plywood boat has an overall length of 19′6″ with a beam of 7′9″ (transom width is 6′10″). It boasts a 48″ forward freeboard and 32″ depth at the transom.

PM Flying Clippers for 1957 offer "Flex Ride Bottom" with side suspension seating.

This new craft can be furnished either as a cruiser or a sport fisher. It features a wide choice of power — being capable of taking single or dual outboard motor installations. The craft can also be furnished as an inboard model equipped for the installation of one or two Fageol VIP power plants.

"PM's "Ocean Express 17" is another of the Flying Clippers designed for one or two outboards or as an inboard with one VIP power plant. The "Flying Cloud 16" and the "Flying Saber 15" comprise the remainder of the firm's 1957 models. While performance characteristics of PM boats won attention in 1956, modifications in design, according to the company, result in this year's models offering a ride that is even safer and more comfortable.

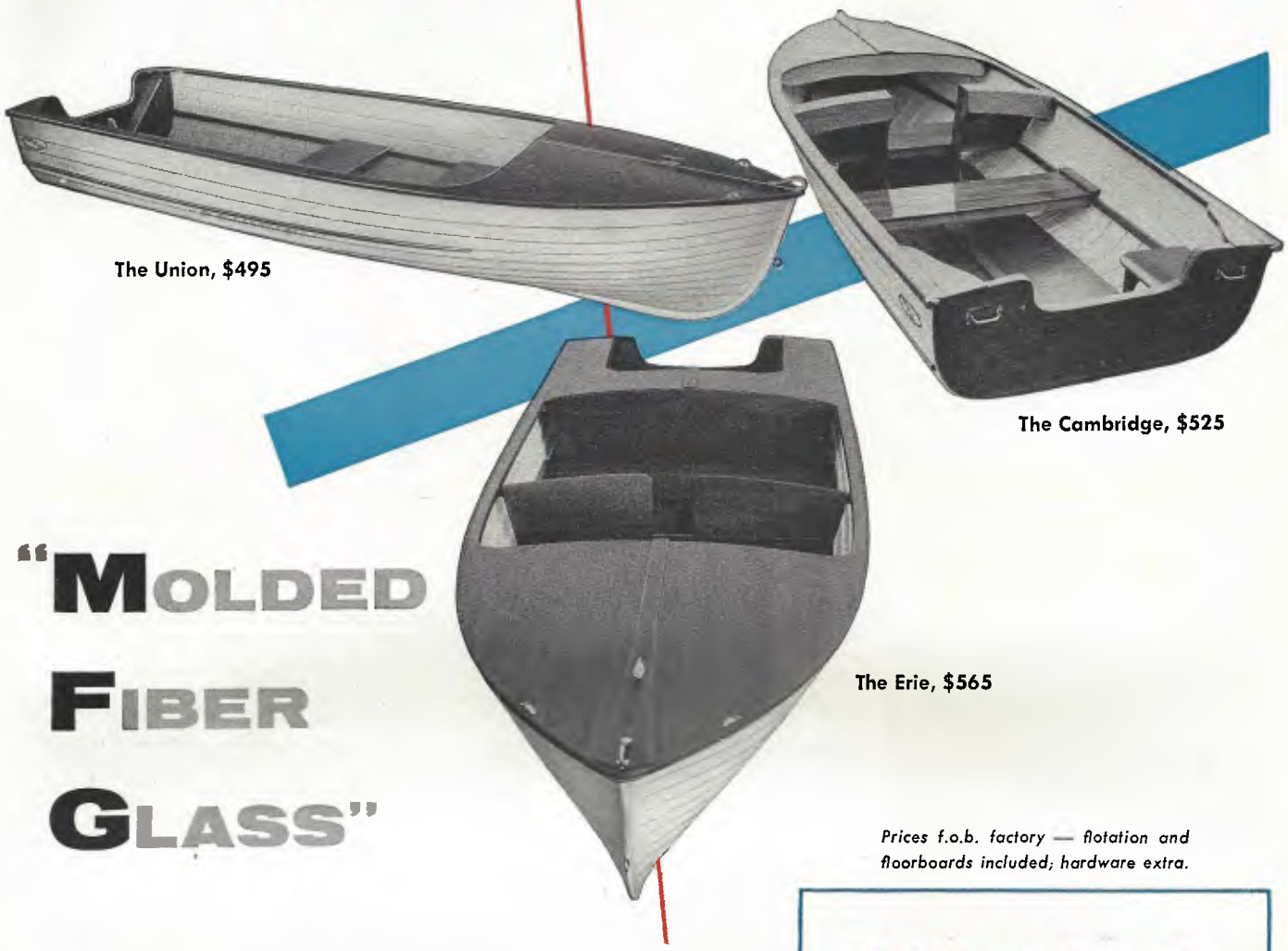
One feature responsible for this is the unique "Flex Ride Bottom" allowing for full play of the hull's natural resilience throughout its length, designers stress. Another feature of these Flying Clippers is the strong keelson and full length sister keels that has been incorporated into their design. No seats or bulkheads rest on the bottom. Being mounted on the sides of the boat they offer the advantages of "side suspension seating."

These design features are said to provide quicker response of the wheel and to increase the craft's ability to hold a true course in rough waters. Maintenance requirements are kept to a minimum by the molded birch plywood hulls. This results in turning out boats which never need caulking or puttying.

For More Information Write No. 825 on "More Data Card"

Best Boat Buy

from any angle



"MOLDED FIBER GLASS"

Prices f.o.b. factory — flotation and floorboards included; hardware extra.

Look 'em all over. You'll find you just can't beat an "MFG" Boat for strength . . . or beauty . . . or ease of maintenance.

And you'll do a lot of boat riding before you find the speed, smoothness, stability and ease of handling that you get in an "MFG".

But the proof of the buy is in the price. Compare it with the price of any 15'7" outboard boat — then you'll know: The rugged, safe, eye-catching "MOLDED FIBER GLASS" is your best boat buy!

See it at your dealer's; or at the Chicago National Boat Show; or Miami International Boat Show. Free literature available.

This advertisement is now appearing in boat show issues of consumer magazines — another example of sales assistance given to all "MFG" Boat dealers.

MOLDED FIBER GLASS

BOAT COMPANY

55 FOURTH AVENUE

UNION CITY, PENNSYLVANIA

Remember — "MOLDED FIBER GLASS" is the only boat in the world with lapstrake-design hull molded in one seamless piece in matched metal dies. Made of fiberglass reinforced plastic (one of the strongest, most durable materials known), your "MFG" Boat hull requires almost no maintenance . . . is unaffected by water or marine life.

More Data No., Molded Fiber Glass 90

Cruisers, Inc.

"Sixteen feet of cruising luxury in the moderate cost field . . ." This is Cruisers, Inc.'s description of its new Commodore. The outboard is the latest addition to the Oconto, Wis. firm's line of Clinkerbuilt boats.

Here's an action photo of the new Commodore 16-footer.

A year of testing stands back of its introduction to the trade and the boating public. Cruisers, Inc. considers it an ideal 'trail boat' designed for extended cruising or sport fishing. It's been engineered for use with either single or twin motors and produces speeds up to 28 mph with one motor.

Cruisers, Inc. credits speed, durability and safety to the Commodore. It features a graceful, flared bow, new this year, and open rear cockpit with ample room for deck or fishing chairs. Like all Cruiser models, the Commodore is built for rugged use of the entire family. Planking is permanently machine screw fastened to insure a water-tight boat under most extreme conditions, says the Wisconsin firm. Multiple coats of varnish enhance the interior of the craft.

Here, a happy foursome set out for some water thrills in this new Clinkerbuilt craft by Cruisers, Inc.

The Commodore has standard equipment aplenty. It has complete steering assembly, running lights, deluxe chrome hardware, self-draining motor well and a bailer and fender moldings. Optional equipment for the Commodore is plentiful, too. Wood-framed safety glass windshields and side shields, convertible tops with matching side and aft curtains and full length mooring covers are available to Commodore owners.

The craft has a 75½" beam and a 66" transom. For more detailed information about this and other Clinkerbuilt boats, contact the manufacturer.

For More Information Write No. 826 on "More Data Card"

North American

American boats will be priced and sold this year as complete package units. Windshield, steering rig, lights, hardware, trim, etc. will be included in price and installed at the factory. This line of craft is manufactured by North American Marine, a division of the Luther Corp. at Warsaw, Ind.

"Why not?" asks Al Reque, general sales manager of the division. "Customers expect to have these accessories anyway. When they are properly installed at the factory, it saves the dealer time and trouble." Reque compared this North American program to the automobile business.

This American 16' runabout gets its trial run. It's one of North American Marine's '57 line. And it's built for today's increased horsepower options, too.

"An auto dealer would not quote one price for a new car and then charge extra for windows, horns and headlights. Why should we?"

In that statement, Reque outlined North American's 1957 production plans. He also talked about the new line of American molded plywood boats. He says they are specifically designed for overall family appeal. He illustrates by pointing to the smart clipper bows and tail fins, the colorful two-tone upholstery.

"That'll catch 'Mom's' eye," he said. And then he turned to those construction details that will attract the man in the family. According to Reque the new line of Americans feature specially reinforced transoms to accommodate today's more powerful outboard motors. The 1957 line is said to be super-seaworthy by its designers. All joints are glue-bonded and have either Monel or bronze fasteners.

To go into a little more detail about the construction and appointments, let's take a better look at the hull. It's one piece, seamless 5-ply molded Philippine mahogany marine grade plywood.

The decks are fashioned of Philippine mahogany plywood, too, glue-bonded and secured with 'Hide-A-Way' bronze and Monel fasteners. Inside, there are foam rubber and rubberized hair cushions, covered with weather and fade-resistant Naugahyde. Color choices include coral red and oyster, peacock blue and oyster and mint green and oyster.

Decks and interior are natural mahogany finished. Outside of the hull above the splash rail, it's two-tone white and natural mahogany. All varnished surfaces are sprayed with marine spar finishes. There's anodized chrome-aluminum trim and molding to add both decoration and protection.

The 1957 fleet includes 14', 15' and 16' walk-thru deck runabouts and a 13' open cockpit walk-thru. The 16-footer is also available with the new Fageol four-cylinder VIP inboard engine, in either 35 hp or 44 hp capacities.

For More Information Write No. 827 on "More Data Card"

Plycraft

Plycraft's new fleet of fiberglass craft, better-known as the Rainbow Fleet, features new two-tone styling and Plycraft's special fiberglass process. The Lawrence, Mass. firm is currently unveiling the new line.

Plycraft's 1957 Rainbow Fleet is said to feature speed, comfort and economy. The line includes outboard cabin

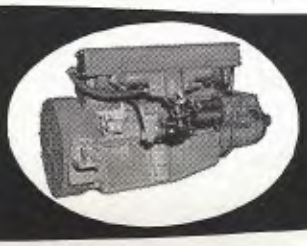
(Continued on page 200)

NEW!

EW!

EW!

METEOR "100"



Why *Red Wing* Engines have led the field for over half a century:

More stamina, speed, power, with lower maintenance costs! Red Wing gives you such "must" features as: Seven bearing, counter-balanced crankshafts, full pressure lubrication to all working parts, complete fresh water cooling systems, exclusive spherical combustion chambers to minimize exhaust smoke, low fuel consumption, and many others!

For More Information, Write Dept. BI-157

COMING! The Red Wing

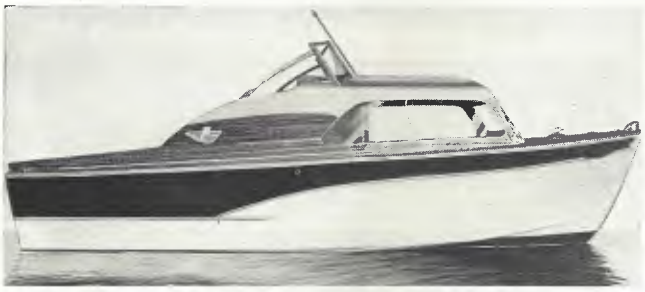
A cruiser built like a houseboat—with houseboat comfort and cruiser utility—luxury at low prices!

More Data No., Red Wing 91

 (Continued from page 198)

cruisers like the 21′ Fleetmaster and the 17′ Admiral, and a couple of skiffs—the Captain and the Commander. These craft are available in any of the three 1957 color combinations — Deep-Sea Green, Gulf Blue or Sunset Coral.

The Plycraft fiberglass process used in constructing the new Rainbow Fleet, is said to assure the owner an oak-framed plywood craft that'll never need caulking. The craft are leakproof, rot proof and teredo proof, according to Plycraft. Hulls, decks and cabin tops of all Plycraft boats are completely and permanently covered with fiberglass. This is said to result in the firm's calling its fleet, "industry's best boat buy."



Here's Plycraft's 21′ Fleetmaster, a cabin cruiser featured in this year's new Deep-Sea Green, Gulf Blue and Sunset Coral.

The sleek 21′ Plycraft Fleetmaster has comfort and luxury built right in. There's a galley, two Sleep-Well berths, chrome hardware and running lights, built-in folding table and an abundance of mahogany woodwork. Cuprinol-treated bilges and twin cut-self bailing motor well and other features are included in this 21-footer. Brass screws are used where fasteners are required.

Plycraft's 17′ Admiral is the outboard sports sedan of the '57 Rainbow Fleet. Some of the features that Plycraft anticipates will cause the most stir in the trade are its sleek styling, two-tone colors, mahogany flying bridge and folding pilot seats. Other Admiral attractions are its windshield, two-berth accommodations and combination stand-up forward hatch and windshield.

The Captain, 21′ skiff is said to be lighter, faster and more maneuverable this year. From its streamlined ventilating windshield to its two-cushioned pilot seats with stowage space beneath, its got built-in style and comfort, says Plycraft. It's available in the choice of colors featured in this year's line.

The Commander is an outboard skiff that Plycraft says combines 17′ of beauty with economy and maneuverability. It has mahogany pilot seats, flying bridge, windshield and a host of other features, including its availability in the choice of new two-tone colors.

For more complete information, pictures and prices, etc., simply contact the firm. Inquiries are welcomed and will be handled promptly.

For More Information Write No. 828 on "More Data Card"

American Molded Fiberglass

1957 is highlighted by a couple of American Molded Fiberglass Co. announcements. The Paterson, N. J. firm announced a new 16½′ 'luxury' canoe and a whole line of fiberglass "Finish-it-Yourself" boats in addition to its line of other factory-finished craft.

The canoe, shown here, is Fiberglass' answer to the demand for a lightweight canoe, combining beauty, easy handling and strength, with little maintenance.

The young lady appears to find rowing American Molded Fiberglass' new 'luxury' canoe a tireless occupation. It's said to be lightweight, combining beauty and easy handling.

It's molded in one piece under pressure from specially formulated resins reinforced with fiberglass. It has permanent glossy color that's locked-in, eliminating need for seasonal painting. The canoe is said to be tough, with real resistance to impact. It won't dent or corrode, according to its manufacturer, nor rot, tear or break-up. The canoes have been tested over rocky beaches and driven into and over submerged tree stumps, without damage to the hull. Its light weight makes it ideal says American, for portage; the firm recommends its use to camps and for rental liveries.

Flotation is provided by Styrofoam built into the tips. Seats are caned and gunwales, thwarts and decks are rich mahogany with solid brass bang strips. The combination of woods and fiberglass is said to provide all of the beauty, maneuverability, stability, lightness and strength American could build into the new addition to its line.

The new kits are offered to boatmen who want to build their own fiberglass boats whether for economy or because they are do-it-yourself fans. The hulls are molded in one piece, using fiberglass cloth; no mat is used. Attractive colors are molded in for permanence. The factory is producing these craft in 14′ and 16′ runabouts and specially ordered outboard hulls or sailing hulls on order. One model, the 8′ dinghy, is expected to be popular in the season ahead. It's available as a rowing, outboard or sailing dinghy, depending entirely on how the purchaser wants to finish the fiberglass hull.

These 8′ hulls are standard in white, but also available optionally in pink, light blue or green. Other colors are available, too, on special request. Kits include hardware, oak gunwales, mahogany seats and fiberglass hull. When sold as a kit for sailing dinghy, included in addition to the above is 30 sq. ft. of sails, sitka spruce masts and boom, a mahogany rudder, oak tiller and necessary rigging. American Molded Fiberglass welcomes inquiries concerning these new additions to its line of fiberglass craft.

For More Information Write No. 829 on "More Data Card"

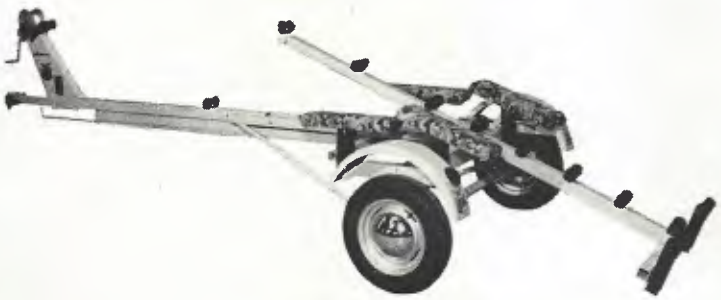
Associated Naval Architects

A new line of lapstrake outboard runabouts is the latest A. N. A. innovation. Associated Naval Architects, Inc. introduced these craft the latter part of last year. They are in addition to its line of smooth planked runabouts and A. N. A. inboard sea skiffs.

The new runabouts consist of 14′ and 16′ models with wide beam and generous freeboard. Advanced styling has been coupled, according to the West Norfolk, Va. firm, with traditional lapstrake design. The boats were designed and developed especially for rugged service

(Continued on page 202)

Presenting The Beautiful New



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American BOAT Carrier
IRVING, TEXAS
EXCELLENCE INTEGRITY

MODEL A7-800

Presently available in sizes 675 pounds, 800 pounds and 1050 pounds normal load rating for up to 17 foot outboard craft.

The *American Boat Carrier* is the most significant advancement to be presented to the elite boating public. The inspiring design and superb quality beautifully compliments America's most outstanding craft. To dealers who cater to discriminating buyers, we extend a cordial invitation to write for complete information and dealers program.

American Division, W. H. MILLER Corporation, P. O. Box 1218, Irving, Texas

More Data No., W. H. Miller 92

ASSOC. ARCHITECTS

(Continued from page 200)

under rough-water conditions and for use with high-horsepower motors. New styling features include a 'walk-through' seating arrangement. The new craft will handle up to 60 hp motors. The unique framing design is said by Associated to be responsible for the craft's fast-planing hulls.

Pictured above is A.N.A.'s 1957 sea skiff outboard offering. It's a 19-footer with a 7'2" beam and 40" freeboard; it'll accommodate six.

Flagship of this new fleet is the 19′ lapstrake sea skiff, recently introduced. This 19-footer is said to be distinguished by its clean clipper bow and graceful body lines. Excellent performance is attained with either single or twin outboard power, according to the designers. Various accessories, including a Navy top which converts the boat into a day cruiser, are available.

All A. N. A. outboard models—from 12′ to 19′—stress the importance of safety, says the firm. However, extra safety noted in the new models is in addition to performance and operating qualities already found in earlier A. N. A. craft.

The firm's 19′ and 24′ inboard sea skiffs also show the effect of Associated's design engineers. Both models —to be displayed at this month's New York Motorboat show—are of lapstrake construction and are available with a wide power option and a choice of accessories. The 19-footer is similar in design and line to the outboard model. Standard power is a Gray 70 hp engine.

The 24-footer is constructed of solid mahogany planking on steam bent oak frames. The standard power plant is a 105 hp Nordberg engine, affording speeds to 30 mph. The living accommodations include two berths and a head. Special features include plastic decks and a 55-gal. fuel capacity.

A. N. A. inboards and outboards are already prominently displayed by many dealers and have been since late last year. However the firm welcomes other inquiries concerning the line, its sales policies or other information.

For More Information Write No. 830 on "More Data Card"

U. S. Molded Shapes

U. S. Molded Shapes of Grand Rapids, Michigan, a leading builder of molded plywood boat hulls, has extensively re-designed its line of hulls for 1957. The changes are in keeping with both the trend towards the use of larger motors and with the boating public's desire for more flair and styling.

The newly-designed hulls incorporate more beam and are deeper, according to the firm. Thus being more suitable for use with larger motors, the completed boat will be more comfortable and also safer for use on the more open water.

Another design innovation is the change of the stem to a modified clipper type for increased eye appeal.

The picture shows the styling and construction features that highlight this year's fleet of U. S. Molded Shapes' Plywood craft.

These standard hulls are available to individuals or to builders either as bare hull or equipped with transom, stringers and keelson. In either case they are available in a wide range of sizes—from a 9′ dinghy to a commodious 17′ runabout. Molded plywood hulls or semi-kits are also available in 19′, 21′ and 24′ sizes for completion as semi-enclosed utility boats or cruisers. In addition to the above standard design hulls, U. S. Molded Shapes will continue to mold custom-design hulls to meet the demands of specific builders.

A year ago, this firm introduced its 14′ molded plywood runabout kit. With the precision pre-cut parts, a boat with factory built appearance can be assembled with a minimum of time, labor and tools. The reaction proved so favorable in 1956, according to U. S. Molded Shapes, that this line will be continued in 1957.

All hulls supplied to builders can be completed as boats which meet OBC standards, a desirable feature that this firm stresses.

For More Information Write No. 831 on "More Data Card"

Sandusky

Out of the Buckeye State come the four sleek boats of the Sandusky line for 1957 produced by the Sandusky Boat Co.

Smallest — but niftiest — of the lot is the Blue Streak 13, which seats two in its single cockpit and which is described as "Sandusky's new concept of a seagoing sportscar with a modified racer appearance". The high-speed craft is distinguished by two-tone decking and twin tail fins.

Blue Streak 13 is Sandusky's concept of a seagoing sportscar with its modified racer appearance.

Boasting built-in safety in its self-bailing motor well is the Off-Shore 16, the big-water family vessel capable of bucking all weather conditions with the most powerful motors. The model — 72″ at the beam and 35″ deep — is standardly equipped with a full aft deck; custom mahogany frame windshield; complete deck hardware; a built-in bow locker, and a two-tone foredeck.

Like the 13 and 16, the Custom Clipper 15 includes the new "Glide-Ride" front seating assembly for in-

(Continued on page 204)

Now—YOURS FOR EXTRA PROFITS! Exciting NEW SALES OPPORTUNITIES!

For the BOAT BUILDER

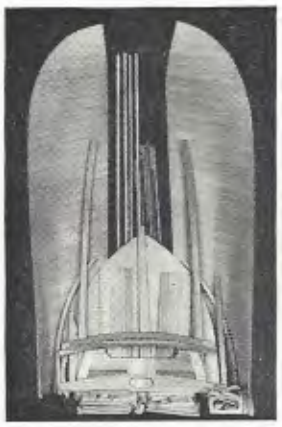
The boats that bear your name call for the best possible quality in design and materials. The U. S. Molded Shapes factory-built components not only save you money — but also time — and multiply your production capacity. This all adds up to extra profits. With U. S. MOLDED SHAPES molded plywood hulls, semi-kits, or complete kits of standard or your own custom design — you get many advantages.

Some of America's leading boat builders have discovered these facts:

This is a 15-foot Seafarer Model runabout built by The Wagemaker Company, Grand Rapids, Michigan, from a custom designed hull.

1. These hulls are Philippine Mahogany plywood, selected for beauty and durability that add eye-appeal and sales appeal to your finished product.
2. U. S. Molded Shapes components are designed for rugged conditions, superior performance and economy in maintenance and operation.
3. Any of the U. S. Molded Shapes hulls are designed to comply with the O. B. C. certification standards for boating safety.
4. These parts are ready for custom work and finishing with minimum time investment and maximum volume of production from your personnel and facilities.

Get the facts about these hulls as they relate to your specific problem. For utility boats and cruisers to 24′ and runabouts in 12′, 14′ and 16′ lengths.



This is the complete U. S. Molded Shapes kit with precise-fitting components, easily assembled in minimum time.

For the BOAT DEALER

More and more boating enthusiasts are discovering the fun of building their own runabouts with U. S. Molded Shapes complete 14-foot kits. This idea has combined the do-it-yourself enthusiasm with the lure of boating and is becoming the BIG idea in outdoor sports today.

These are precision-fit hulls with no complex forms to erect — no precise frame alignments . . . no planking. The exact-fitting, factory-precut parts assure easy and quick assembly by your customers so that they can enjoy the completed boat in 25% of the time it would take with any other type of kit, and infinitely less time than starting from scratch to build a boat.

There are savings to you, too, in your purchase of these kits. For example the half-hull cuts shipping costs when compared with full hulls.

The uncluttered interior design of this kit-boat is something your customers appreciate because it gives more interior space . . . and is more easily kept shipshape.

There are also 19′, 21′ and 24′ semi-kits to promote and sell . . . these can be completed as open, semi-open boats or cruisers.

The U. S. Molded Shapes Kits of mahogany plywood are quality products your customers will see — and buy. Nationally advertised in boating, sports and mechanical magazines to build prestige for you.

For the MARINA OPERATOR

Here is a new opportunity to put your off-season time to profitable advantage. Using your present facilities and equipment, you can assemble the U. S. Molded Shapes kits into complete boats and sell them for a handsome return on your investment.

This is a completed boat built from a U. S. Molded Shapes Kit. Note the flare of the bow incorporated in the 1957 model. In addition to beauty of line the current design is deeper and beamier for greater safety in more open waters and to accommodate today's more powerful motors.

It requires no special technical skills nor heavy machinery . . . just the simplest hand tools — and you are in the boat building business!

You can be sure of a quality product, designed to comply with O.B.C. certification standards for boat safety . . . a quality that will sell easily because the boats you offer will look like dollars more of value.

This will also give you an opportunity to increase your accessories business since you can custom outfit these kit-boats to meet your customer's needs and preference.

This added business opportunity takes a minimum investment with frequent turnover of your capital.

WRITE FOR DETAILS **U.S. MOLDED SHAPES, Inc.**

646 MARKET ST. S.W. • GRAND RAPIDS 2, MICHIGAN

More Data No., U. S. Molded Shapes 93

SANDUSKY

(Continued from page 202)

creased comfort. Also built for larger motors, it is fitted with a panoramic wrap-around windshield; two-toning in its fully-upholstered seats, hull, and decking; front seat drive, and walk-thru center deck.

In response to what the manufacturer appraises as continued popular demand, the Clipper 15 has been kept in production with only restyled trim and minor hull modifications to differentiate it from the '56 version.

For More Information Write No. 832 on "More Data Card"

Cal-Boat

A year of continuous expansion marks the second anniversary of Cal-Boat Corp. of Gardena, Calif. The firm markets and manufactures a line of plywood craft that do-it-yourself enthusiasts can paint and fit or custom finish themselves. The hulls are available both with and without fiberglassing.

The Cal Comet—Model 15—shown above features a 79" beam. 15½' length. It's said to be fast and versatile.

Highlight of the 1957 line is the Cal Comet, a 15½' runabout designed especially for the new higher horsepower motors, and featuring modern conservative styling, plus unmatched performance from single or twin motor installation.

Other features claimed for the craft are safety, roominess, and speed, which are teamed up with the most modern construction techniques. It has a generous 81" maximum beam, with 64" transom, which means the whole family can ride in safety and comfort, according to Cal-Boat.

The Comet boasts many selling features such as self-bailing motor well, spring suspended front seat, double mahogany transom with bar bracing and outside framing, ⅜" 5-ply marine plywood bottom and deep grooved deck to simulate planking.

For More Information Write No. 833 on "More Data Card"

Connecticut Boat Co.

The Connecticut Boat Co. of Greenwich, Conn. recently announced a price drop for its 1957 models.

The firm builds the Skimmar line of lightweight plywood boats. In addition to lowered prices, Lincoln H. Clark, firm president, also announced that a chine covering of fiberglass would be optionally available on all Skimmar models, featuring Cordo-Glass by the Cordo Chemical Corp. of Norwalk, Conn.

Clark announced that despite the addition of several design changes including heavier bottom construction and a switch to all monel fastenings the price of the Skimmar 14, ski boat would be reduced. Connecticut Boat Co. invites inquiries from inland lake dealers and fresh water livery operators, according to Clark.

For More Information Write No. 834 on "More Data Card"

Kehrig-Hackerform

The first public showing of the new Kehrig-Hackerform all-steel cruiser will be at the New York National Motor Boat Show this month. The Utica, Mich. builder says the new craft presents an entirely new approach to pleasure boat construction and predicts that it will attract a lot of attention.

The designer, John L. Hacker, has incorporated the flares and compound curbes of his previous monohedron hull form into the design of the craft fabricated by Kehrig Mfg. Co. Kehrig also supplies prototype models to the automobile industry and precision fixtures to aircraft builders; it's been doing this for more than 30 years now.

The new Kehrig-Hackerform 30' all-steel cruiser gets a test run. It'll debut at the New York boat show.

The new craft measures 30'4" overall and has an 8'10" beam. The new K-H cruiser draws 2'8" of water with a waterline length of 28'1". The color schemes and motif were created by Albert P. Teetzel, widely-known decorator.

The forward cabin features two berths and full headroom. The main cabin is equipped with a pullman-dinetter arrangements which sleeps two and, of course, has full headroom. There's a complete galley, too, a full length hanging locker and complete lavatory. The entire hull is fiberglass insulated, providing quiet cabin interiors even when the engines are running at full throttle, according to Kehrig.

Power on the new craft is supplied by two Gray Marine engines of 100 hp each, located in a fume-proof steel-headed compartment, driving through Hacker patented Fairline underwater units. These are streamlined propeller shaft housing and strut units used on the Gold Cup champions, "Miss Pepsi" and "My Sweetie," and, according to Kehrig, on U. S. Air Force rescue craft. These propellers are said to reduce both draft and vibration problems.

Standard equipment on the new model includes electric bilge pump, electric engine compartment blower, fiberglass cockpit top, spot light, port drapes and numerous other accessory items.

According to Kehrig, nearly a year of testing of the prototype model preceded production of the craft. Future hulls will not vary from the prototype in performance or other characteristics, according to Kehrig since every hull can be held within 1/32" of the designer's lines. This Kehrig credits to its "fixture technique," a process whereby the craft are built on precision fixtures similar to those used in the automotive and aircraft industries.

The new craft has a steel hull, steel decks and bulkheads, all welded into one integral part, construction that Kehrig believes unique in the pleasure boat industry. Only one model of both hull and superstructure is currently planned. Top speed of the steel cruiser is 26 mph. Since steel will not absorb moisture, Kehrig says that this same speed will be possible even after the craft has remained in the water for many months.

For More Information Write No. 835 on "More Data Card"

Craftsmanship...

Built to cabinet-makers' perfection
yet competitively priced.
Solid planked—full keel—heavy oak frames—
spring head copper rivets.
Designed by Wittholz
for U. S. coastal waters.

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"Seafin 18"—"Seafin 21"

INBOARD
V-Drive "Seafin 21"

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New York National Motorboat Show
N. Y. Coliseum—Jan. 19-27
Booth A 74—First Floor
Booth B 6—Second Floor

Long Island Boat & Sportsmen's Show
Jamaica Armory—March 2-10
Booth 201 to 203

Jersey Coast Boat Show
Asbury Park, N. J.
Convention Hall—Feb. 16-24

• *12' Sky Rider by Blue Mfr.* • *The Super D — a Badger bt.*

• *Carter Craft's 16' runabout* • *The Bell Boy "Bikini"* • *Atlanta's 13' Seaflash* • *15 footer by Aluma Craft.*

Feather Craft

Feather Craft, Inc. has a new boat and it's introducing anodized colors throughout the line. That's the news Feather Craft dealers have been hearing about; it's what New York boat show-goers will have an opportunity to see this month. Feather Craft's home is at Atlanta, Ga.

The new member of the Feather Craft family is its 16′ Clipper. The craft sports a 73″ beam and 34″ depth. With its introduction, Feather Craft introduces its new Hydro Sweep transom fins and Herringbone diagonal bottom bracing which Feather Craft designers predict will "advance boat designing by ten years."

Feather Craft's 19′ Cruisette features 1957's new anodized colors, featured throughout the new line.

Of equal importance to the marine trade, though, is the firm's introduction of its new color-fast anodized finishes, available on all but a few fishing models. Deep Water turquoise blue and Sunset Gold are new in addition, of course, to natural aluminum surfaces.

Feather Craft is pretty excited about this new color feature. Fleet Lines, the firm's dealer publication, recently devoted quite a bit of space to it. It was pointed out that color will invite customer admiration both on the sales floor and afloat. And, Feather Craft stressed, anodizing is more than just a coat of paint. Tests, it's reported, show this process to provide a finish many times harder than paint.

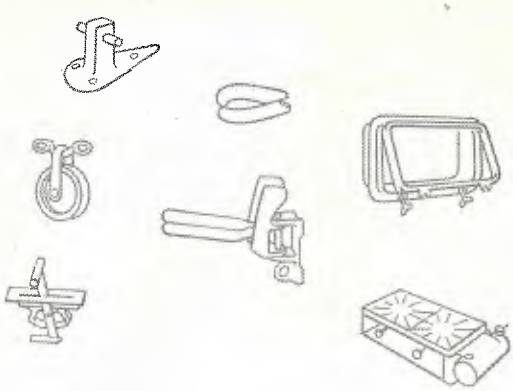
What anodized paint is, in this case, is a carefully licensed system for inducing a hard surface coating in heavy, electrically-charged acid concentrations, using aluminum as the anode. The result, in Feather Craft's own words is "solid adhesion of an attractive surface coating to the base metal." It is said to resist strongly the surface blemishes and discoloration of salt water corrosion.

What else is new in the new fleet of Feather Craft? There have been some changes in the Rangers III and IV; they've omitted the stern side seats and high bulkheads. Aft bottom floorboards are provided for gas tank and battery tie-downs. The transom's been strengthened for larger horsepower motors . . . This is true throughout the line. The Ranger II remains the same with a single side wing seat.

The Rocket runabout has been restyled to include aft cockpit transverse seating and the 1957 Vagabond II has a new color theme developed around new color-anodizing. A bright dash and gleaming sprayrails and toprails accentuate the scheme. Modified bow bulkheads permit easy stowage and access to bow deck area. The Cruisette has twin high pilot seat forward with walk-through and open flush floor aft to transverse seat.

Universal line changes include re-designing of the transom, suction-type swirlo drains, extra safety margin

(Continued on page 208)



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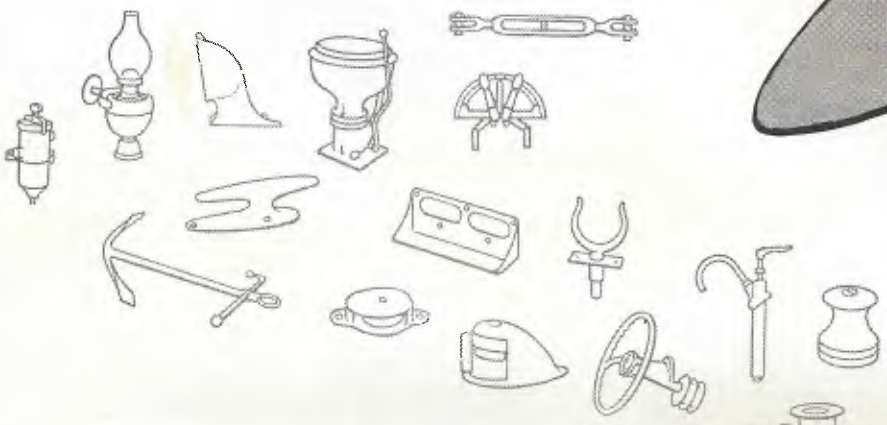
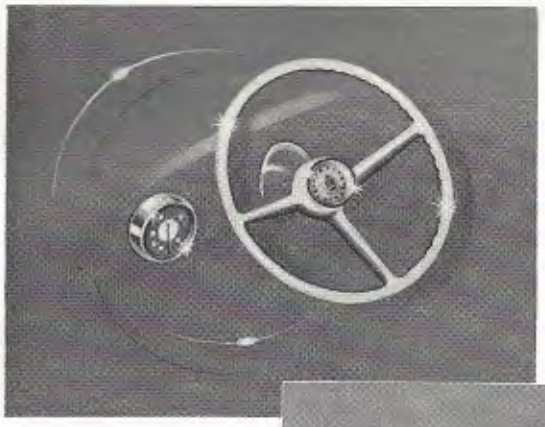
THEY'LL BUY THEM





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WILCOX-CRITTENDEN

Division, North & Judd Manufacturing Co.

8 SOUTH MAIN ST., MIDDLETOWN, CONN.

See you at the shows: New York • Chicago • San Francisco

More Data No., Wilcox-Crittenden 95

FEATHER CRAFT

(Continued from page 206)

of styrofoam stored in compartments and under the bow deck and new machined and precision-formed parts fabrication. Aluminum seattops is another feature found in these new Feather Crafts.

There's help for dealers, too, on financing and purchasing in advance of the spring selling season. For information about plans and helps available or more specific information about the line, just send your request. Feather Craft officials say they welcome such inquiries.

For More Information Write No. 836 on "More Data Card"

Fleetform Corp.

The Fleetform custom runabout, introduced late in 1956, was enthusiastically accepted by boating fans wherever it was displayed or operated, reports the manufacturer, Fleetform Corp. of Dallas, Texas.

Because of this initial market reception, company officials feel sure that this craft will continue to gain widespread popularity throughout the South and Middle West. This 14′ boat, which is currently being produced in quantities, is one of the safest boats afloat for the manufacturer reveals that no Fleetform has ever been upset.

Although on the market but a few months, the 14′ Fleetform has gained widespread popularity for its maneuverability, safety and soft ride.

The fiberglass-plastic construction is said to be extremely sturdy. From its constant planing angled bottom, built-in spray deflectors, and concave bow section to its pontoon-type transom, the craft is built for the utmost in buoyancy, speed and maneuverability. Other features are full concave topsides forward, tumble home aft and two-tone topsides. Standard equipment on this model includes matching upholstery, inboard-type floorboards, metal trim and several other features which are usually added as "extras".

The craft has been built to operate with today's larger outboard motors. A 30 hp motor will produce speeds to 32 mph. A 40 hp outboard will increase these speeds to a top of 36 mph.

Making its debut at this year's Chicago Boat Show next month will be a completely new 15′ inboard by Fleetform called the "Sports Holiday". The craft is powered by a Gray Marine 4-90 Fireball. Initial tests have resulted in speeds up to 43 mph, yet the craft is said to maintain its soft riding characteristics, safety and outstanding maneuverability. This boat will have all of the design features found in the 14′ outboard above. An added feature, however, will be the Owen patented Balan-Stern, permitting better balance for the direct-drive inboard in combination with Fleetform's transom designed for graceful beauty, say firm officials.

For More Information Write No. 837 on "More Data Card"

Munro

Munro Boats & Motors, Ltd. is making its bid for its share of 1957's boat sales with an extensive line of fiberglass craft. The London, Ontario firm is a leading Canadian producer of this kind of craft with more than a dozen fiberglass models to offer. The line includes everything from a 12′ Auto Boat, weighing 100 lbs. to 16′ and 18′ cruisers with sleeping and seating accommodations built to order. The cruiser line is said to feature width and depth for easy, safe handling even in rough water. These craft will take motors — single or twin — up to 75 hp.

This is the 15′ Torpedo Deluxe with a 58″ beam and 26″ depth. This model is also available in 12′, 14′ and 16′ models. The 15-footer handles outboard motors from 15 hp to 40 hp.

The Torpedo series is Munro's newly developed motor boats in the luxury runabout class, according to John R. Munro, company president. This series includes a 12-footer with power options to 25 hp, a 14-footer that handles 35 hp and 15′ and 16′ craft that handle 40 hp and 60 hp motor installations, respectively.

One example of this series is the 15′ Torpedo deluxe that features a 58″ beam and is 26″ deep. Its modern styling includes long sweeping tail fins and raised, streamlined deck. The fiberglass craft boasts a wide transom, said by Munro to provide for smooth turning even at high speeds. This model was designed with water skiers in mind.

Munro's 15′ Sportsman has a 56″ beam. It's a rugged boat for rough waters, says Munro. The Sportsman, with power options to 25 hp, has removable seat-backs to provide extra room when needed. Another 15-footer built by the Canadian firm is the Cottager, a boat built especially for fishing, featuring plenty of room within its seamless fiberglass hull. The Cottager is also available in 12′, 14′, and 16′ models, according to Munro.

The 14′ Hurricane in standard and deluxe models is built for 40 hp motors. The hull, says Munro, has been designed to provide 'real speed' for those who want 'real speed.' This particular model is also available in 12′ and 15′ models. The 16′ Holiday deluxe has a 64″ beam and features a walk-through deck and fold-down seat-backs. The craft handles motors up to 60 hp and was designed to provide smooth-riding even in choppy waters, according to Munro.

Other Munro craft include the 12′ Rideau, like the Auto Boat, except that it's wider and deeper and takes motors up to 10 hp. The Auto Boat uses 7½ hp outboard motors. Another 12-footer built by Munro is the Huron, with capacity for 16 hp installation.

The 14′ Sportlite for motors up to 20 hp and a 16′ Commander deluxe complete the line of Munro fiberglass boats. The Commander is the widest and deepest in Munro's line of runabouts, and is built to handle

(Continued on page 210)

new!

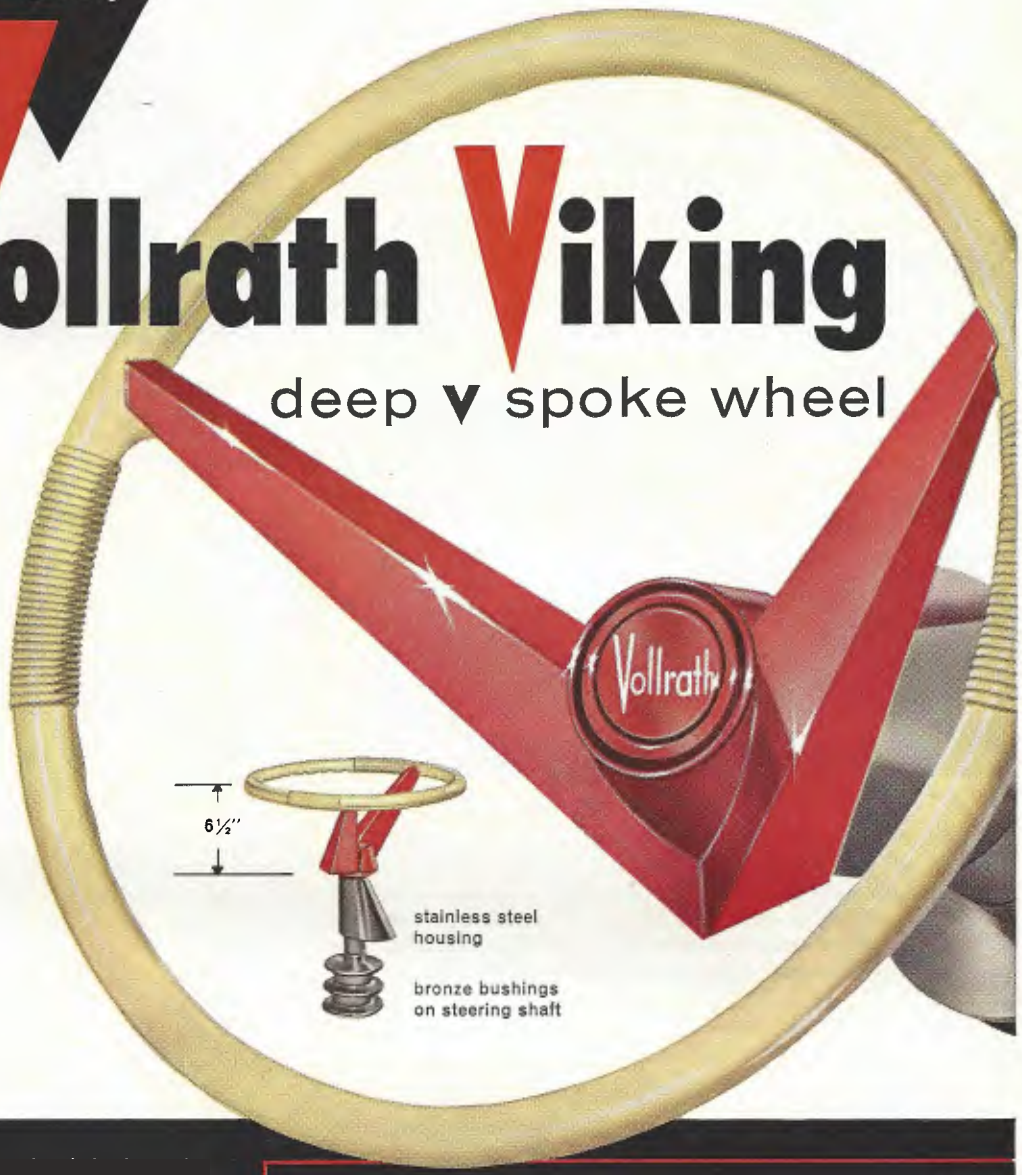
Vollrath Viking

deep V spoke wheel

new IN CONCEPT

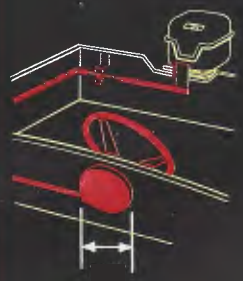
new IN COMFORT

new IN COLOR



new **Vollrath Vi-Matic Steering**

100% MECHANICALLY GEARED



CHOICE OF MOUNTING ANGLES

THE VOLLRATH COMPANY

(Continued from page 208)

single or twin outboard motors with power options to 75 hp.

Munro has been manufacturing small boats—specializing in outboard craft—for more than a quarter century. Additional information about the boats, their specifications and prices is available on request.

For More Information Write No. 838 on "More Data Card"

General Plastic

General Plastic Products Corp., Anniston, Ala. stresses safety in a new 15′ 8″ all-fiberglass boat, the "Ski Breeze."

The newly organized corporation is devoting its entire production effort to this single model for the present. "Distribution," says General Manager E. L. Crew, "is concentrated in the southeastern states, but will be expanded nationally as soon as production capacity permits."

"Ski Breeze" is 15′ craft by new firm in Alabama.

The "Ski Breeze" is a wide-beam runabout designed to seat six. It has a seamless, one-piece "sea water tested" hull, reinforced with fiberglass-enclosed steel tubes for strength and buoyancy. The manufacturer says engineering emphasis has been placed on stability, maneuverability and elimination of diving, digging and sliding.

The boat has an under-floor flotation chamber, a walk-through deck and a large rear cockpit with ample storage space. Additional storage space is under the forward deck.

Readily portable, the "Ski Breeze" weighs 360 lbs., has a 15′ 8″ gunwale length and a 14′ 6″ center line length with a 67″ beam. Depth is 32″ amidships and 24″ at the stern. The transom measures 52″.

Fadeproof impregnated colors and the fiberglass hull are unaffected by cold, heat, moisture, acids and alkalis and the manufacturer says this feature eliminates need for scraping, caulking and re-painting and permits storage in drydock or in water for long periods without deterioration.

Officers of General Plastic Products Corp. are R. A. Lloyd, president; Roger Milroy, vice president, and Newton M. Evans, secretary-treasurer.

For More Information Write No. 839 on "More Data Card"

Stamas

Outstanding in the line of craft that will be featured in 1957 by the Stamas Boat Works of Tarpon Springs, Fla. is the new 16′ "Americana". This convertible cruiser has been built to provide "all the comforts of home" with accommodations for sleeping four persons.

Whether used for skiing, fishing, day cruising or overnight jaunts the ruggedly built craft is ideal in every respect. Built of Philippine mahogany plywood, the "Americana" is light enough for exceptionally easy trailering and can attain speeds up to 41 mph with two 30 hp outboard motors, say Stamas officials.

The "Americana" convertible cruiser provides all the comforts of home.

The roomy accommodations on the 16-footer include cushioned seats on the sides which slide out to make two comfortable 6′4″ bunks and a 6′4″ x 24″ air mattress which fits between the bunks and the front seat, providing sleeping space for the fourth member of the crew. Windshield, folding canvas top, side curtains and cockpit enclosure, are said to provide the snugness and privacy of a much larger cabin cruiser. There is even a toilet under the port bunk that flushes.

Like the automobile field, the 16′ "Americana" has "years ahead styling and design." Its roomy 76″ beam with plenty of freeboard offers all the safety and comfort demanded by family boaters today, making this craft the "best seller" in the Stamas fleet.

A variation of this "Americana" convertible cruiser is also available. It is offered as an open model boat with a single front seat with a walk-through back. Its 88″ wide open cockpit features a level floor which is suitable for the use of deck chairs, reveals the manufacturer.

The two remaining models in the Stamas line for '57 are the 14′ "Tropicana" and 19′ "Clearwater" sports cruiser. Completely redesigned, the "Tropicana" runabout features an extra wide bottom to handle larger loads. The bottom also has a much deeper "V" to provide smoother riding comfort, according to its designers. Even though the bottom is wider, the manufacturer states there has been no reduction in speed because of this deep "V" design.

This all-new Clearwater 19′ by Stamas Boat Works is the firm's answer for the growing family.

For the growing family who would like a larger and roomier cruiser, the all new Clearwater 19′ is the Florida firm's answer. The versatility of this new boat makes it adaptable to any type of water sport or cruising, say its

(Continued on page 212)

Sutton has 'em all

No matter what type of marine pump you need, SUTTON has the leader in the field. There's a SUTTON pump to fit every purpose . . . to fit every pocketbook. And, SUTTON PUMPS ARE BUILT TO LAST.

NON-SUBMERGED BILGE PUMPS

BPA

Pumps over 12-ft. above pump level . . . pumps over 600 gallons per hour. Will not cut off with sway of boat . . . will not clog . . . will not air-lock. Oversize motor . . . oilless bearings . . . for 6, 12, 32, and 110 volts d. c. Operates on less than 40 watts. All bronze construction, instrument finished. 12½" high. Choice of fully automatic BPA or manually operated BPM.

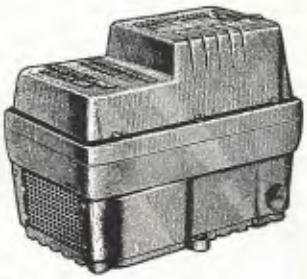
WRITE FOR ILLUSTRATED LITERATURE

BPM

SUBMERGED BILGE PUMPS

FSM

Less than 6" high



FSA

Water, gas and vapor-tight . . . operates entirely submerged. Pumps over 12-ft. above pump level . . . pumps over 750 gallons per hour. 6, 12, 32, and 110 volts d. c. . . . 40 watts. The last word in design, engineering, performance. Choice of fully automatic FSA or manually controlled FSM.

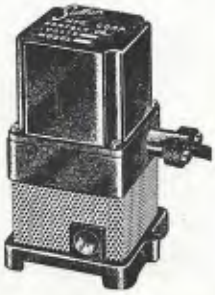
WRITE FOR ILLUSTRATED LITERATURE

HSA

NEW!

HEAVY DUTY SUBMERGED BILGE PUMPS

For applications requiring more capacity than Model FSM. ALL-NEW HEAVY DUTY bilge pumps designed to pump a larger volume of water. New double-seal construction. 25% more horsepower. Water, gas, and vapor tight. Operates submerged. All new pump and impeller design gets more efficiency from battery current. 45 square inches of screen. All bronze construction. No plastic parts to deform, loosen, crack, or break.



HSM

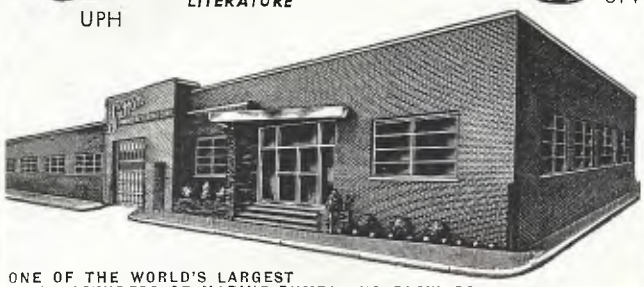
PACKLESS CIRCULATING PUMPS

UPH

For water systems, emptying tanks below water line, shower baths, deck washing, live bait tanks, filling tanks, circulating water, and similar installations. Pumps over 12-ft. above pump level . . . pumps over 600 gallons per hour. Only 7¾" high All bronze construction . . . instrument finished. Silent. 6, 12, 32, and 110 volts d. c. . . . 40 watts. Discharge ½" pipe . . . inlet ¾" pipe. Choice of inlet connection . . . UPV has vertical inlet UPH, horizontal.

WRITE FOR ILLUSTRATED LITERATURE

UPV



ONE OF THE WORLD'S LARGEST MANUFACTURERS OF MARINE PUMPS AND BLOWERS

SUTTON MANUFACTURING CORP. • 112-124 W. WILSON AVENUE • NORFOLK, VIRGINIA

More Data No., Sutton 97

STAMAS

(Continued from page 210)

makers. Outstanding in its features is the safety motor well which provides protection against following seas entering the boat. The transom will easily handle twin engines providing speeds over 30 mph.

The large 8'x11' self-bailing cockpit provides greater comfort with a back-to-back seating arrangement. This feature of the new craft was designed for trolling, watching skiers or "just plain sight-seeing." These seats quickly convert into two full-length bunks with protection provided by putting up the convertible top and snapping on the side and aft curtains for sung comfort throughout the night.

For More Information Write No. 840 on "More Data Card"

Clayton Yacht Works

Clayton Yacht Works is unveiling a couple of new models this year and announces a 'new look' throughout its line. The Toms River, N. J. builder includes speedboats, skiffs and cruisers in its line.

One of the Clayton 1957 models — 26' convertible — makes its recent maiden run.

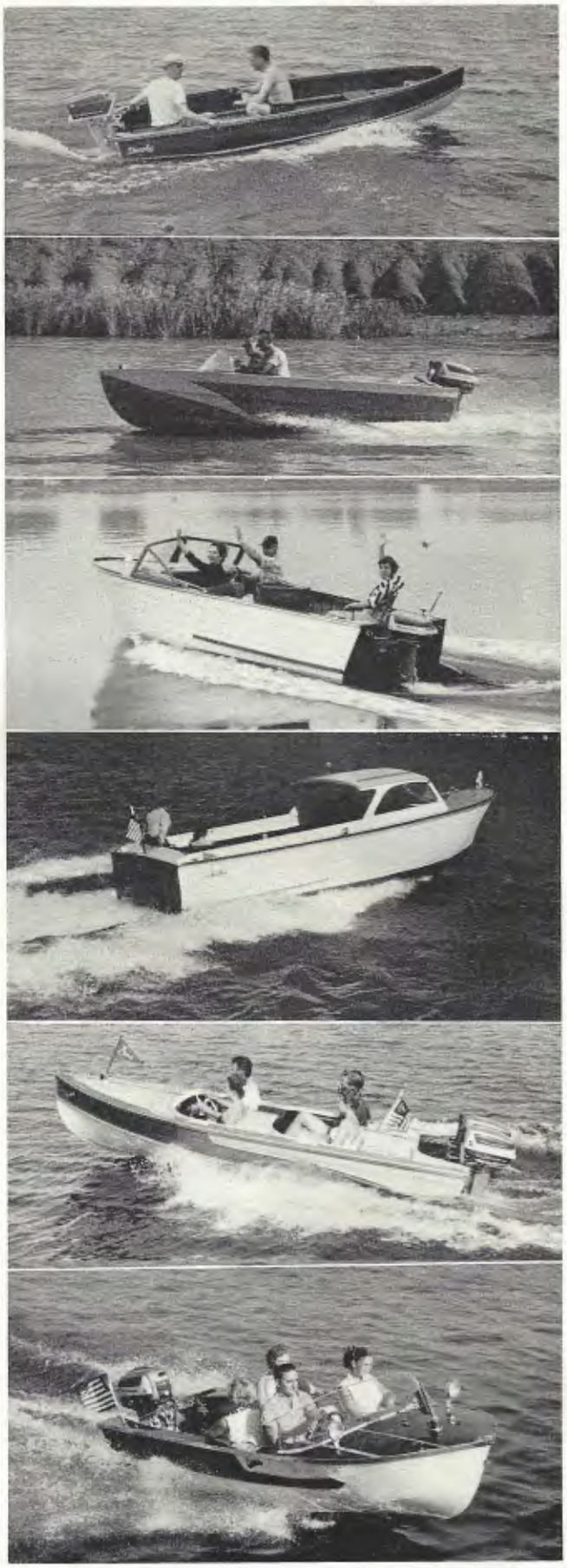
The new 21' and 34' craft are lapstrake skiffs. The 21-footer sports a 7'6" beam and has a 43" freeboard and a 20" draft. Both are equipped with a toilet and like all skiffs in this line, with fiberglass covered decks. Both have accommodations for four to six people.

The 34-footer has a galley with built-in ice box and stainless steel sink. It also has a spacious dinette. Galley and dinette tops are covered with Formica. Cabin interiors are upholstered and cushioned with 3" foam rubber. The craft is equipped for a flying bridge. Rear cockpit of the skiff has a flush deck, planked with mahogany or teak. Headroom in the aft cockpit is 6'3"; the same is true of the trunk cabin. And the engine room is constructed so that the average man can work on the unit without hinderance, according to Clayton. Gas capacity is 150 gal. in two 75 gal. Monel tanks.

All Clayton models are lapstrake construction, featuring solid mahogany planking; keels, framing and ribs are of white oak. Engine beds are made of 4 x 6 fir. The hulls are copper-riveted and Everdur fastened. All other screws are brass. Underwater hardware is all bronze. Deck hardware is chrome over bass. All Clayton craft feature a fastening every 2½" throughout the hull. They also have running lights, worm gear steerers, adjustable windshields, copper exhaust, stainless steel stripping on gunwales, hydraulic gear shift and optional power ranging from 95 hp to 215 hp. Multitone coloring decorates the hulls.

For More Information Write No. 841 on "More Data Card"

- *The new Dunphy 14' Trout.*
- *A 14' Sunbeam Sportster by Dill.*
- *Cruiser, Inc. are proud of their 16' Commodore.*
- *The Chris-Craft 30' Sea-Skiff.*
- *Chetek's Escapade a 15 footer.*
- *The Sarasota, a 16' model by Bowman.*



There is fun and relaxation afloat for the entire family in the new 1957 boats.

IT'S NEW IT'S STRONGER

IT'S MADE SPECIALLY FOR WATER SPORTSMEN—

IT'S AMERICAN BRAND

HIGH TENACITY POLYETHYLENE

Floterope®

To meet the needs of water sportsmen American Manufacturing Co., world leaders in rope and rope specialties, has developed a new kind of all-purpose "FLOTEROPE" made of high tenacity polyethylene.

FLOTEROPE is tops with water sportsmen because it has proved itself with these outstanding features:

FLOATS:
Floterope remains on surface of water.
No bulky floats needed.

STRONGER:
One and one half times the strength of manila rope.

ROT RESISTANT:
May be stored wet without fear of damage by mold, mildew, or fungus growth.

ACID RESISTANT:
Impervious to practically all acids.

STRETCH RESISTANT:
Stretch now reduced to approximately 5% at 20% load for ¼" rope.

LIGHT WEIGHT:
Easy on hands and lighter weight than old type ropes.

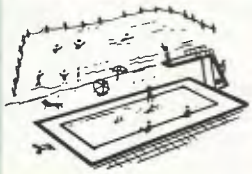
WATER PROOF:
Water absorption is practically nil.

Tie in with American Brand "Floterope" and see the difference!

Because of these characteristics, "FLOTEROPE" has great adaptability for use as illustrated below.

WATER SKI TOW LINE

SMALL BOAT ANCHOR LINES & FISHING



SWIMMING POOLS & BEACH LINES

MATERIALS HANDLING

SAFETY LINES

For further information, see your local dealer, or write to:

AMERICAN MANUFACTURING CO.

NOBLE & WEST ST., BROOKLYN 22, N.Y.

BRANCH FACTORY: ST. LOUIS CORDAGE MILLS ST. LOUIS 4, MO.

SALES OFFICE: BOSTON, CHICAGO, HOUSTON, NEW ORLEANS PHILADELPHIA, SAN FRANCISCO

ROPE • (MANILA • SISAL • JUTE • NYLON • POLYETHYLENE) • TWINE • OAKUM • PACKING • AND CORDAGE SPECIALTIES.

More Data No., American Manufacturing 98

Peninsular Fiberglass Products

The fiberglass line of five outboard boat models produced by Peninsular Fiberglass Products, Inc. of Hialeah, Fla. in 1957 has a model particularly suited to meet the needs of almost every boater. To meet the growing demand for its boats, the manufacturer has enlarged its plant and added increased production facilities. This move allows the firm to greatly increase its selected dealerships throughout the country and it is desirous of contacting interested dealers everywhere.

The manufacturer's Vanguard line of craft have a molded, one-piece hull construction embodying full-length molded-in flotation, molded-in ledge-type splash rails, longitudinal bottom stringers for rigidity, neoprene gunwale guards and non-skid decks. Colors are permanently molded-in, too.

These three 15′ models show individual styling available.

Outstanding in the line is the 15′ Holiday runabout. This model features a motor well and walk-through center deck. Its collapsible seat provides an exceptionally large rear compartment which can accommodate deck chairs, etc. Two other 15′ models—the Heron utility and the Mermaid fisherman—offer different variations. The Heron features comfortable roominess in its open styled after deck and the Mermaid offers plenty of space for fishing (including casting) or just loafing in leisurely fashion. A good sized ice-box is molded under the center seat and the forward deck offers a durable casting platform, says the maker.

All three 15′ models possess a 70″ beam and a depth amidship of 36″. Combined with a well-flared bow these craft provide dry riding and very good handling characteristics at any speed, say designers. Other features of these models, which are standard, are basic hardware, water trap, bailers and permanently molded-in bracket for steerer blocks. Steerers, windshields and cushions can be installed at the factory as optional equipment.

The newest model in the fleet is the Biscayne express cruiser. Its well-proportioned hull has a 7′ beam and a gunwale length of 17′ 7″. Fore depth is 44″ and the aft depth is 32″, making it an exceptionally seaworthy and compact family boat. Trunk cabin with two bunks forward, wrap-around windshield providing unobstructed vision, side windows, built-in storage compartments and flying bridge are just a few of the outstanding features offered in this model.

The Biscayne is truly a "deluxe vest-pocket yacht" offering impressive "big boat" styling for the deep water fisherman. Officials at Peninsular Fiberglass say that it is trim, extra-stable and highly maneuverable. This same hull is available in another version called the Bimini—just like the Biscayne but without the cabin.

Each model in the Vanguard line is backed by a warranty against defects in material or workmanship and is built to accommodate the new higher horsepower outboard motors being built today.

For More Information Write No. 842 on "More Data Card"

Matthews

New window treatment gives a longer-and-lower look to new models of The Matthews Co., pioneer stock boat builders of Port Clinton, Ohio.

Things are different on the inside, too, with Matthews boats boasting innovations in accommodations and equipment plus new fabrics and color styling.

Matthews is building five models—all 42′—and using two different hulls—the standard, with an 11′ 10″ base, and a second with a 13′ base which affords walk-around teak side decks with protecting rails.

The company, which was an exhibitor at the first National Motor Boat Show in 1905, will display its popular Convertible Sedan at this year's New York show in conjunction with Higgs Marine Service, its New York distributor.

This one has the wide-beamed hull with walk-around side decks. A new feature for 1957 is added hanging locker space. A hinged section between the deck house and aft cockpit folds back to create a 20′ long open area. The Convertible Sedan sleeps six and has two toilets. Hot water and a shower also are available. It boasts such other features as automatic pilot, ship-to-shore telephone, automatic electric refrigeration, a 110-volt generator and a new 110-volt cooking stove with broiler oven.

The Matthews 42′ DeLuxe Sedan is similar to the Convertible Sedan, but has a fixed bulkhead between deckhouse and aft cockpit. A seat arrangement in the aft cockpit is built against this bulkhead under an overhanging canopy slightly longer than that in the Convertible Sedan. This one, too, sleeps six and has two toilets. Both sedans are available with a flying bridge and dual controls.

Matthews 42′ cruiser for 1957 is just one of its models sold through coast-to-coast dealers.

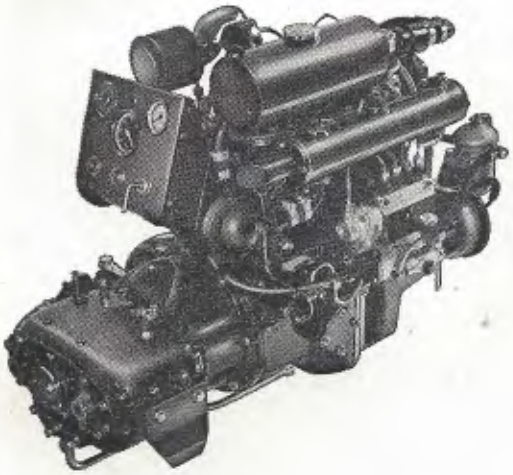
Matthews has incorporated changes in its Martinique Express model, introduced just last year. Different interior plans permit sleeping four or five and the company is offering a choice of tops. It's available with a sliding canvas top which can be removed or pushed forward and out of the way. Or buyers can choose a permanently-attached hard top which permits flying bridge installation. A circular dining nook opposite the galley is an optional feature. The aft cockpit is

(Continued on page 216)

Teamed for HIGH PERFORMANCE

Ackerman Boat Works "Newporter" equipped with

MERCEDES-BENZ OM 636 DIESEL ENGINE



Cruising speed 7 knots, on one gallon of diesel fuel an hour. Dependable power, a cruising range of a thousand miles or more, even when wind fails. That's the performance of the "Newporter" powered by the 4-cycle Mercedes-Benz OM 636—as light and compact as a gas engine, amazingly smokeless and odorless, as economical as any diesel afloat. For information about any of the Mercedes-Benz 4-cycle diesel engines, call or write.

MERCEDES-BENZ DIESEL ENGINES FROM 25 to 3000 HORSEPOWER

DAIMLER-BENZ of NORTH AMERICA, Inc.

NOTE NEW ADDRESS: **126-56 Northern Boulevard, Corona, Queens, N. Y. • Twining 9-1600**

Distributors:

Diesel Distributors
790 N.E. 79th St., Miami, Fla.

Ackerman Boat Works
225 Twenty-First St., Newport Beach, Cal.

AT THE NATIONAL MOTORBOAT SHOW, BOOTHS 44D AND 45D

More Data No., Daimler-Benz 99

MATTHEWS

(Continued from page 214)

nearly 20′ long, convenient for both entertaining and fishing.

The popular Matthews Sport Fisherman accommodates five. Designed primarily for off-shore fishing, it permits installation of a number of special features including a portable fish box, live bait well, special fishing chairs, rod holders, a flying bridge and ship-to-shore telephone. Teak side decks are standard in the wide-beam model and teak flooring is available in the cockpit.

The most luxurious boat in the Matthews line is the 42′ Flying Bridge Double Cabin model, available with single or dual controls. It sleeps six, has two toilets and can be had with a circular dining nook opposite the galley.

All models are available with single or twin screw gas or Diesel engines. Speeds to 27 mph are available and all Matthews cruisers are built for salt water use.

Matthews is expecting record sales volume this year and R. E. Reynolds, vice president and general sales manager, reports: "Production is being increased to try to meet demand for these 42-footers. We have experienced unusually strong demand through the fall and winter months and we find the 42′ size seems ideal for most owners." The company sells through a coast-to-coast dealer organization and also maintains a branch office at Miami.

For More Information Write No. 843 on "More Data Card"

Carlisle

Described as "an inboard motor boat priced down to the outboard range", the 16′ 8″ Aqua-Queen is considered to be truly the most regal craft produced in the more than 15 years' existence of the Carlisle Marine Manufacturing Co. division of Carlisle Laboratories, Inc., Yardley, Pa.

Seating room for seven adults is offered by this Carlisle "Aqua-Queen".

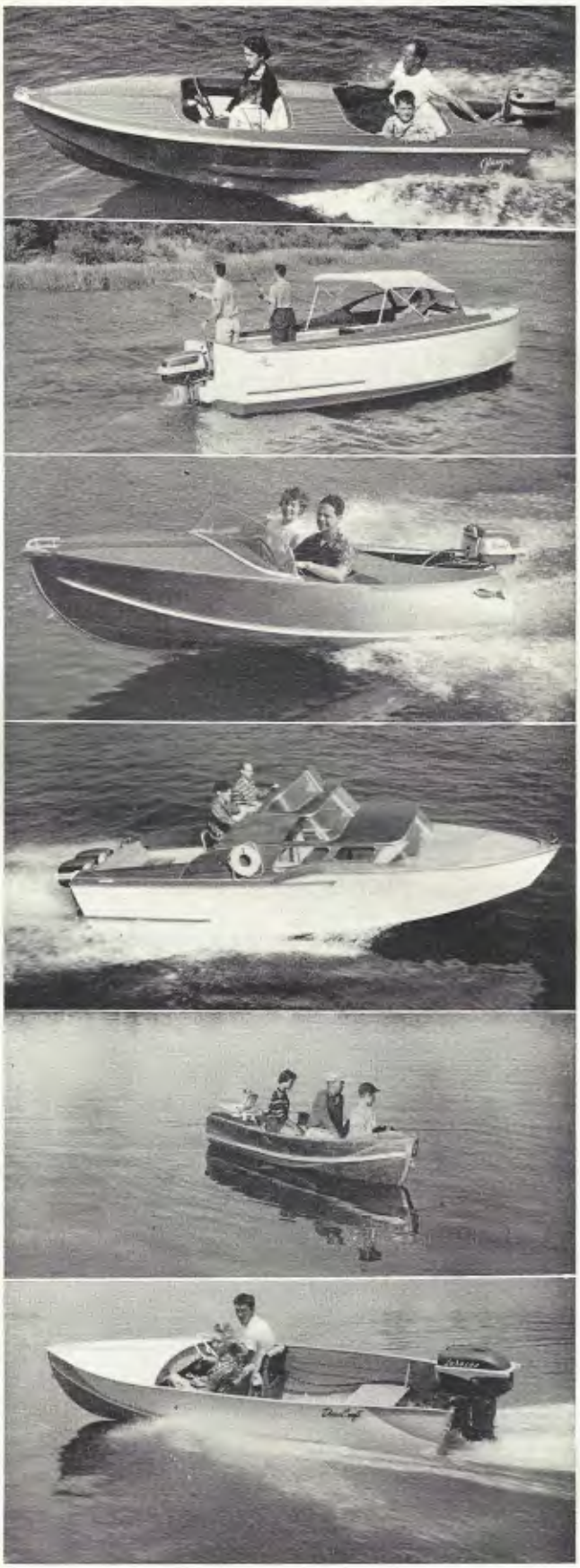
Reputed to be stronger structurally than other boats in its price class, the Aqua-Queen sports a 78″ beam which lends itself to the comfortable seating accommodation of seven adults. Weighing in at only 980 pounds, she is capable of speeds from 33 to 48 mph with Fageol V.I.P. engines from 30 to 100 hp.

African mahogany has been used in the construction of the two-toned hull; the ribs; the braces, and the transom. Chrome accessories and trim and a completely-upholstered interior are figuratively frosting on the cake.

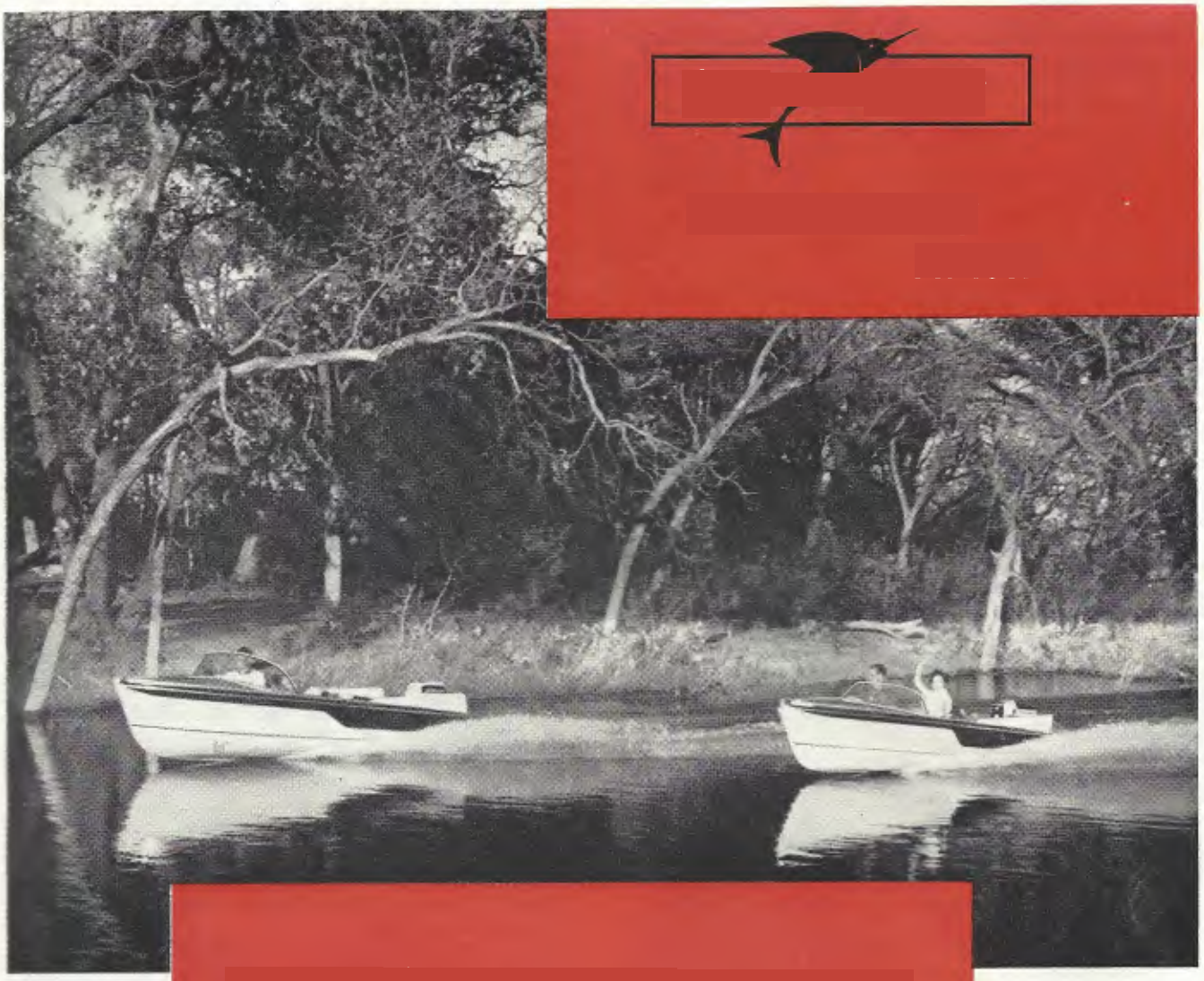
Standard items of equipment include a Stuart Warner instrument panel; wheel; throttle; gear shift; complete motor hookup; battery, and generator.

Built on similar lines are the other two vessels in the Carlisle catalogue—a Fisherman and an outboard boat.

For More Information Write No. 844 on "More Data Card"



- *The new Glasspar from California.*
- *General Motorboat offers this 20 footer.*
- *One of Feather Craft's newest aluminum boats.*
- *Custom Craft — Victory 21 — a twin trunk express.*
- *The Sealine by Duratech.*
- *14′ Sportsman's Deluxe by DuraCraft.*



More Data No., Marine Plastics 100

Dillabaugh

Having recently doubled its production facilities, the C. R. Dillabaugh Co. of Portland, Ore., is turning out 13 boats and kits of marine-grade plywood construction for 1957.

An eight-page catalogue which features three full-color photos introduces the boats of the Dillabaugh line, together with specifications and instructions for the 16-step process used in kit assembly.

Actually, the basic models are six in number and they range in length from the 8′ Dinghy to the 21′ Columbian. The latter shares with the 18′ Columbian cruiser such measurements as an 86″ beam; 29″ stern depth; cabin height and width of 54″ and 68″, respectively, and space for two bunks, a galley, and a head. The 3′ difference is in the after cockpit.

Designed for sports and fishing activities are the 16′ Eldorado—with its 60″ by 50″ cabin—and her sister ship, the Eldorado Express; both are 78″ at the beam and 26″ deep at the stern, and five-ply ⅜″ marine plywood has been used in construction of the bottoms, decks, and sides.

The Rocket is produced in 14′ and 16′ standard and deluxe versions, while the semi-V bottom 14′ Sportsman runabout is the sole entry in its category and is recommended for fishing coastal rivers and lakes.

Dillabaugh's 14′ Standard Rocket is available in kit form or as assembled boat.

On the subject of the 14′ Rocket, company owner C. R. Dillabaugh treasures a letter he received this past fall from an Oakland, Calif., man whose Rocket was involved in a smashing accident but allegedly saved its driver's life and came out of it in much better shape than anyone dared hope.

The satisfied customer, Mervin E. Negley, reported that his brother-in-law drove the craft at full speed into a steel-plated LCVP and was knocked unconscious.

Although damage to the upper section of the Rocket was severe—for instance, the deck was lifted completely off and thrown to the rear of the boat; the steering apparatus was ripped away intact, and the stem above the waterline split and shattered—the boat's bottom remained intact and watertight, Negley reveals.

The driver regained consciousness afer several moments and managed to shut off the motor . . . "at which point the boat did not take on water". Negley goes on to testify that onlookers and attendants at the hospital to which the driver was taken for treatment of painful injuries were amazed that he was fortunate enough to survive such a violent collision.

Summing up, the Oakland resident remarks "I wish to impress upon you the fact that my brother-in-law owes his life to the construction and performance of this boat and that—despite all the damage—the boat remained afloat and watertight and certainly is 'Built up to a standard, not down to a cost'."

Rounding out the array of Dillabaugh craft are the 10′, 12′, and 14′ Fisherman models and aforementioned dinghy, a utility punt-type boat with 46″ beam and depths of 16″ at the bow and 14″ at the stern.

'Twas in 1918 that Owner Dillabaugh converted his concern from pattern-making to the construction of the fine boats which have borne his name to eminence the world over.

For More Information Write No. 845 on "More Data Card"

Cavalier

Cavalier boats for 1957 take their style cue from the new automobiles. Continuing the automobile analogy, Cavalier Boats, a division of the Chris-Craft Corp., Algonac, Mich., says its sporty inboard runabouts, utilities and outboard cruisers cost less than low-priced cars. The line also includes inboard cabin cruisers sleeping four.

A contrasting style panel along the hull-side lowers the appearance of 15′ and 17′ runabouts and new cruisers. A downward sweep at the transom accents the new "look of motion." Deep mahogany hull-sides and lighter mahogany decking lend a costly look highlighted by a rakish bow and even a "wrap-around" windshield.

Engine options up to 131 hp move the Cavalier "Seventeen" along at a 38 mph clip.

Chris-Craft's 19′ Cavalier sports express cruiser has been designed for outboard or inboard power.

Cavalier utilities and runabouts in 15′ and 17′ lengths feature open cockpits with room for fishing, skiing or on-the-water picnics. Engine options for runabouts and utilities are similar, with 60 hp engines providing 30 mph speeds for the "Fifteens" and up to 131 hp engines powering the "Seventeens" to 38 mph.

A new Cavalier semi-enclosed sports cruiser is designed for outboard power, has a roomy cockpit and a two-sleeper cabin with concealed toilet. Flybridge controls are protected by a wrap-around windshield matching the visored cabin windshield.

Either outboard or inboard power may be used on 19′ and 22′ two-sleeper Cavalier Express Cruisers which have ample cabins with room for a compact galley, dinette table, vee-berths and toilet facilities.

The 22′ Express Cruiser has a full-length private toilet room and two hanging lockers. With a 95 hp engine, the "Nineteen" is rated at 30 mph and the larger boat will do 29 mph, the maker says, with its top of 105 hp.

A 22′, 4-sleeper Express Cruiser, also designed for either outboard or inboard power, features a family-size cabin with galley, dinette, four berths and concealed toilet. In the inboard version, there's a full-width, built-in stern seat in the cockpit.

The new fleet of Cavaliers, says Walter Vance, sales manager of this Chris-Craft division, has been introduced "to supply the fast-growing need for inexpensive boats of light but strong construction and endowed with the good looks of higher-priced pleasure craft . . ." Vance feels the desire for modern-styled boats light enough to be hauled on standard boat trailers and priced to fit small budgets has created a demand for boats in the Cavalier price range.

For More Information Write No. 846 on "More Data Card"

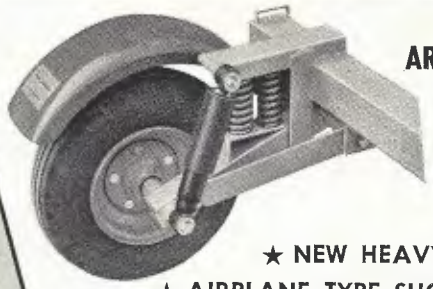
Twin Trailer

YEARS AHEAD ENGINEERING

Features

ARC-FLOW SUSPENSION

Makes Sales Easier - Keeps 'em Sold!



ARC FLOW WHEEL SUSPENSION SYSTEM

features

★ NEW HEAVY-DUTY SPRINGS
★ AIRPLANE TYPE SHOCK ABSORBERS
★ ADJUSTO-WATE ★ TAPERED SPINDLES

Twin Trailer's newly designed and engineered wheel suspension system reflects away shocks and assures extra protection for boats while in transit . . . Allows instant adjustment of different load capacities.

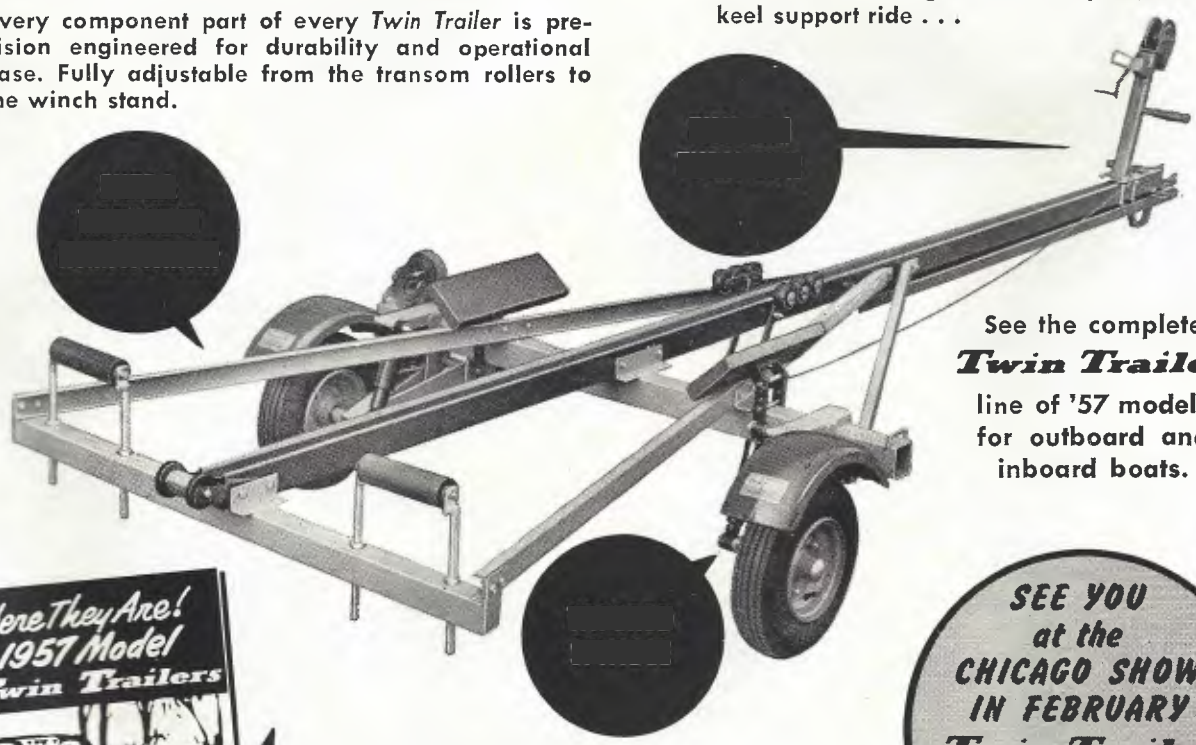
MULTIPLE ADJUSTABLE LIFT-ROLLERS

★ BOAT LIFTS ON OR ROLLS OFF 6 ADJUSTABLE RUBBER ROLLERS
★ ELIMINATES STRAIN OF LAUNCHING AND LOADING

Rollers adjustable to fit boats with deep keels. Provides advantage of rollers, yet gives full keel support ride . . .

For the smoothest ride your boat ever had . . .

Every component part of every *Twin Trailer* is precision engineered for durability and operational ease. Fully adjustable from the transom rollers to the winch stand.



See the complete **Twin Trailer** line of '57 models for outboard and inboard boats.

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Twin Trailer
Booths 770-771 772-757-758 759

Twin [redacted]

More Data No., C & F Machine Works 101

Penn Yan

Offering—as in years past—a tremendous variety of styles and designs, Penn Yan Boats, Inc., of Penn Yan, N. Y., is also premiering three new types of construction which have resulted from its continuing program of research and testing.

Furthermore, it is producing for the first time 14′ and 16′ Sapphire, "a highly deluxe edition" of one of the company's Aristocrat series, and most of its vessels will incorporate tasteful two-tone paint combinations.

A change in the silhouette—"a change most pleasing", according to Corporation President Ralph M. Brown—has been effected in the 14′ Commanders and Captivators and the 16′ Sealiner hulls with the institution of a "forward-sweep" bow.

The three new—or, more properly, improved—constructions are labelled Plaston, a continuation of the famed Composite construction; Dreadnaught Plaston, a throwback to the heavy Composite construction Penn Yan used 25 years ago, and Triotite, described as the 1957 fulfillment of the striptite construction which was an innovation in 1949.

The switch to Plaston is traceable not at all to any defect in the Composite Penn Yans, Brown stresses; actually Composite boats in service more than three decades are still sound. But the new process is regarded as capable of even longer service.

Possessing abnormally high impact strength, Plaston consists of a smooth cedar planked hull, brass-fastened to steam-bent oak ribs and covered by a reinforced plastic sheet incapable of rotting, cracking, or peeling.

All six "Cartop" models and the three Aerodinghies are built in light Plaston, while heavy Plaston has been employed in the 14 Trailboats and 11 models of the Swift series in 10′, 12′, and 14′ lengths.

Model WGD 14′ Seagoer Trailboat is all-around boat for pleasure and fun.

Rugged in every sense of the word, but fast and attractive as well as kind in a rough sea, all eight 14′ Captivators and the 10 models of 16′ Sealiners in Premium and Aristocrat grades are available in the Dreadnaught Plaston.

Their hulls have 5/16″ vertical grain cedar planking locked to heavy, closely-spaced bent oak ribs by silicon bronze fastenings especially designed.

Brown claims his corporation "works something of a marine miracle" between two layers of vertical grain cedar planking which is silicon bronze fastened to bent oak ribs as part of the Triotite process.

After the inner planking is fastened to the ribs of a craft in the Triotite series, an even coating of Penathene liquid plastic is rolled onto it. Over the liquid—and imbedded in it—goes a sheet of dry Penathene. Still another coat of the same substance, only in a viscous, liquid state, is added, then a sheet of fibreglas, then over and into the fibreglas yet another liquid coating of Penathene. Finally comes the heavy outside planking of full-length strips of "hollow and round edge" vertical grain cedar.

The composite parts are then locked into a permanent rot-free and tight hull by the silicon bronze planking fastenings, a hull which is allegedly free from trouble and easily repaired in the event of collision damage.

Penn Yan's Triotite offerings for this new year are 23 14-footers, nine of which are in the Commander series and the others bearing the Captivator label, and 17 Sealiners in the 16′ class.

Incorporated into the new Sapphires are the split-center deck pioneered by Penn Yan and a stern deck complete with hatch and motor well.

Colorful without being garish—yet a real performer—the series features natural two-toned mahogany decks; mahogany rails, sides, seats, transom, and trim; natural oak gunwales, and an ivory bottom.

The Sapphire's interior is three-toned: seat cushions are blue, and the maroon-piped backs are blue and beige; blue is also the color of the crash moulding around both cockpits, with beige trim securing; the dashboard is beige simulated leather, as are the finished symmetrical pads which form the interior sides at the end of each seat.

Penn Yan has also given its Sapphire series a bubble-type plastic windshield; two heavy cast fins, one on each side of the transom end of the rails, to impart the "flowing line" look; glove compartments; a steering wheel to match the upholstery; chrome transom and hatch trim; a name pennant; stern ensign, and the exclusive sprocket and chain steering gear.

Also entered in the Penn Yan line for 1957 are the Dynamold group, which joined the family a year ago in answer to dealer demands for a competitor against low-priced mail-order craft.

Combining to form the Dynamold boat are a conventionally-ribbed hull, flat sheet plywood, and moulded plywood, with all plywood marine grade.

Again dealer pressure has forced a change. Whereas last year the line comprised shallow and deep 12- and 14-footers for which special type bow and wheel decks could be purchased by the dealer, this year the various type decks are factory-installed and inset into the hulls.

New Dynamolds this year are the 14′ craft with extra wide beam and greater depth for handling the larger motors, and the spacious 16-footer with forward steering, split bow-seat back, and an extra comfortable fishing and passenger compartment aft.

For More Information Write No. 847 on "More Data Card"

Correct Craft

Correct Craft's 1957 line includes a "correct craft" for all kinds of water sports and just cruising. There's the Biscayne Fisherman for going after those big ones and at the other extreme, there are cruisers that range in length from 12′ to 50′. And in between these two categories are a host of other models, designed for boating pleasure and safety by Correct Craft, Inc.'s designers at Pinecastle, Fla.

The Correct Craft Vacationer is one of the season's new models for the consideration of 1957's boaters. Its a deluxe 22′ express cruiser with sleeping accommodations for four, a toilet room and galley. It features a double-planked mahogany bottom and plywood sides. The craft handles well with horsepower options of from 60 hp to 125 hp.

(Continued on page 222)

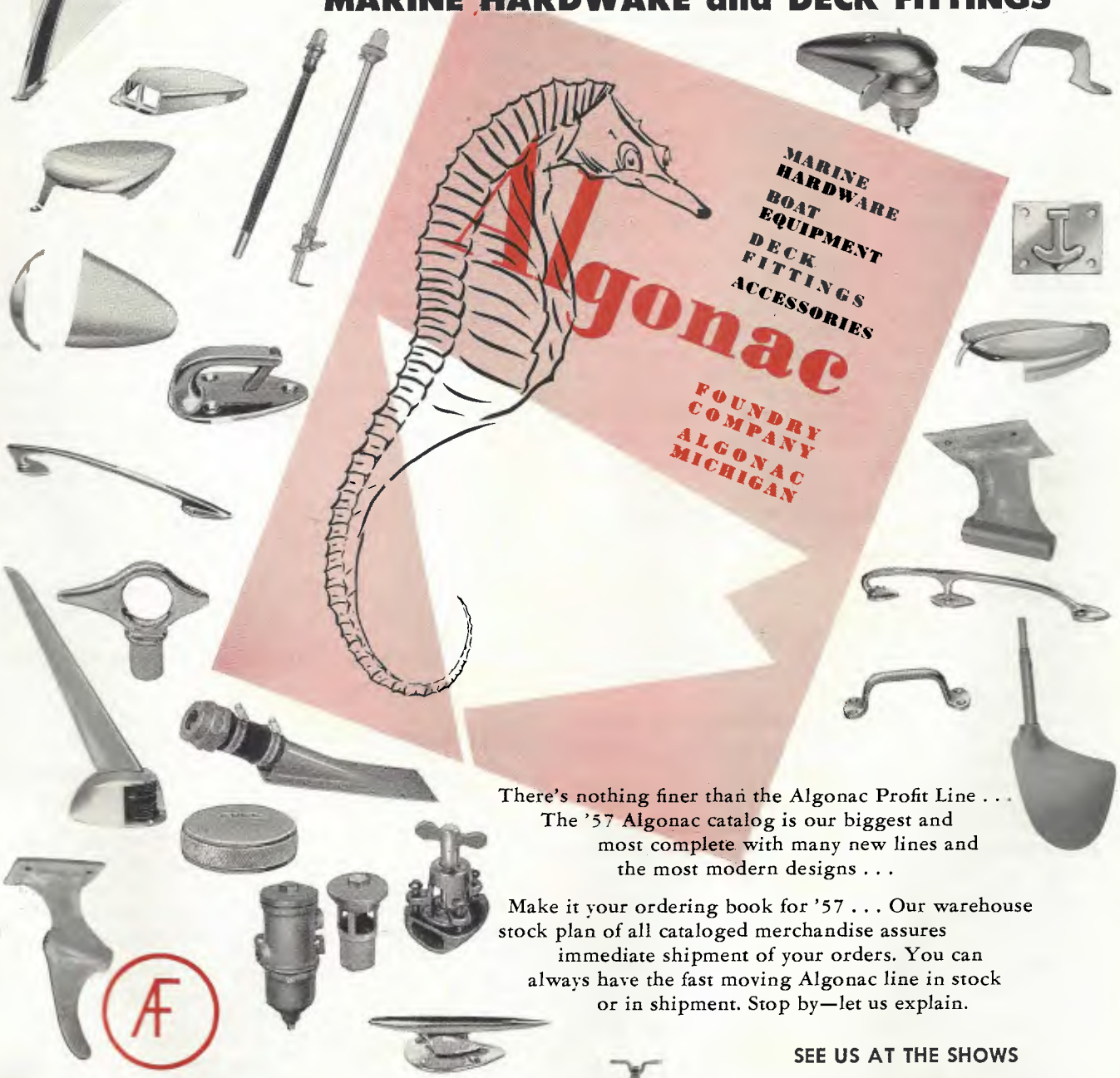
YOUR ORDERING BOOK

For Your Biggest Year

ALGONAC '57 CATALOG

AMERICA'S MOST BEAUTIFUL

MARINE HARDWARE and DECK FITTINGS



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More Data No., Algonac Foundry 102

 (Continued from page 220)

Here's action galore . . . It's a Correct Craft threesome in the foreground — the Aqua Skier, the Rocket Skier and the Atom Skier — towing a dozen happy skiers down at Florida's Cypress Gardens. The insert, upper right corner, shows a 22′ Correct Craft utility, also photographed at Florida's Cypress Gardens.

Then, for the boater who wants a rugged utility, Correct Craft offers its 22′ Utility craft that's built to handle powerful outboard motors. Like the Vacationer, it's got the double-planked mahogany bottom and plywood sides. Equipped with an optional canvas top, it's a boat with roominess that lends it to a fishing trip or a family afternoon of cruising.

The Biscayne Fisherman is a 27-footer that's available with or without the fishing bridge. Without this equipment, it's called the Biscayne Sportster. It is really a semi-cruiser with dual controls, hydraulic steering and sleeping accommodations for two as built-in Correct Craft features.

In the picture, there are three Correct Crafts, towing a dozen water skiers. These happy folks were skiing down at Florida's famous Cypress Gardens, where water skiing is almost as normal as eating. The Correct Craft stars shown in this illustration make up that part of the line that's aimed directly at water skiing enthusiasts. In this line-up, there's the Aqua Skier, length 17′6″; the 16′ Rocket Skier and the Atom Skier, a 15-footer. All three of these craft are built for powerful motors; they'll handle anything from 60 hp to 185 hp with ease, according to Correct Craft.

For More Information Write No. 848 on "More Data Card"

Cadillac

New concepts in design have been applied to the 20 aluminum and 12 molded plywood boats being placed on the 1957 market by the Cadillac Marine & Boat Co. of Cadillac, Mich.

Baby of the line—in terms of age rather than size—is the broad-beamed aluminum Capri, a 17-footer with a higher-than-usual transom whose dual purpose is to take long-shaft motors and to do away with shipping water from following seas.

Standard features which distinguish the Capri include a forward deck; a cross seat forward with a walk-through seat back; wide gunwale construction; Naugahyde-upholstered foam rubber cushions; plexiglass windshield; steering gear; eye-catching trim, and a storage section in the bow.

Cadillac officials call attention to a trio of improvements which grace the aluminum fleet: a sound-deadened hull; a wrap-around bubble windshield, and white plastic floor mats which resist damage from spilled gasoline.

Addition of a pair of 14′ craft is also made known, the lightweight Catalina rated for outboard power of 7½ hp and the redesigned Daytona utility-type fishing boat with its wider and deeper transom capable of taking motors to 40 hp.

The Cadillac "Coronado" sports model has fine lines and an interior design that will please the ladies in any family.

Other notes of interest on the metal models: the well-liked Coronado sports a freshly-fashioned interior; two of the Isle Royales' three seats have walk-through backs; 12′ and 14′ Riviera runabouts are produced in standard and deluxe versions (on both of which are such accessories as cleats, chocks, step plates, holders for batteries and gas cans, and drip pans), and—while the Avalons in the Cadillac family are unchanged from '56—decked models have been discontinued from the Sarasota series.

All wooden Cadillacs have custom styling on the sides as standard finish with special colors and varnished sides available as extras; their attractiveness and seaworthiness are allegedly enhanced by the accentuated flare at the bow and rakish clipper stem.

With the 12′ model discontinued from the Newport series, both Newport and Bar Harbor types are produced in 14′ and 16′ lengths with plylap construction and double walk-through seats common to all. The deluxe versions of these boats are equipped with seat and back cushions; upholstered "crash pad" gunwale trim; a windshield, and steering mechanism.

The plank-decked Monterey—its front seat accessible through a walk-through back and its aft deck serving as a second seat back—can be acquired as a standard or deluxe runabout in its 15′ length and as a deluxe model only at 17′. The 15′ Seville is improved in comfort and looks as the result of interior contour changes.

Convertible tops are optional with the following series in the 14′ and longer sizes: Daytona (12′-18′); Avalon (12′ and 14′); Riviera (12′ and 14′); Isle Royale (16′ and 18′); Coronado (14′); Capri; Bar Harbor; Newport, and Monterey.

The Catalina is also available in 12′ and 14′ standard weight aluminum and the Sarasotas range from 12′ to 16′.

For More Information Write No. 849 on "More Data Card"

Grumman

An established aluminum boat builder starts the new year with a new name and new models in an expanded runabout line.

Effective Jan. 1, the Metal Boat Company became a wholly-owned subsidiary of Grumman Aircraft Engineering Corp. under the new name of Grumman Boats, Inc. The Marathon, N. Y. firm will continue to produce a complete line of aluminum boats and canoes with special emphasis on runabouts.

Four new runabout models will be offered in addition to the deluxe model featured last year.

Still the leader in the Grumman line, the deluxe runabout has a streamlined hull, triple keels, a 62½″ beam and is 14′6″ long overall. It's rated for power up to 40 hp. Standard equipment includes a 53″ bow deck with bow chocks, handle and cleat, right or left center deck wheel mounting, fuel tank rest and tool locker,

(Continued on page 224)

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WHO USES CASTOGLAS RESINS AND FIBERGLASS? . . . Hundreds of marine dealers use our products in their service shops or sell fiberglass boat-covering kits in their stores. Industrial corporations, large and small, laboratories, institutions and government agencies, including those of the Air Force, Army and Navy, use Castolite resins for hundreds of industrial and scientific applications. Over 100,000 orders have been shipped to all parts of the world and the long list of our customers reads like a "Who's-Who" in industry and education. Among them are the following:

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More Data No., Castolite 103

GRUMMAN *(Continued from page 222)*

siphon bailer, triple-reinforced transom, double stern handles and Styrofoam flotation. This one weighs 255 lbs.

Grumman's new standard open runabout has the same hull and standard equipment as the deluxe model, but no center deck. Instead, there are two step-over seats. Front steering can be added. An accessory is a back rest with reversible front-back Pullman-type operation. It affords support facing aft for trolling and folds flat to retain an open-deck appearance.

Grumman's new walk-through runabout also has hull and standard equipment like that of the deluxe model, but the center deck has a walk-through area between fore and aft cockpits. The steering wheel can be mounted on either port or starboard center bridge or on the front dashboard.

Band-new this year is a Grumman junior runabout in the 10 to 20 hp class. It's 13½′ long, 56″ wide, has a triple keel and seats four. It's available with optional wrap-around windshield, steering assembly and two-tone colors.

Runabout accessories include Navy-type convertible tops and full-length boat covers.

In addition to the expanded runabout line, Grumman aluminum boats for 1957 include a fisherman, a cartopper, a dinghy and a sport boat, plus 12 canoe models.

Grumman's deluxe runabout is available with three new deck plans.

The fisherman features Grumman's triple keel, is 12′ 4″ long overall with a 56″ beam and weighs 160 lbs. The cartopper weighs 87 lbs., measures 12′ 13″ long overall and is rated for power from 2.5 to 5.5 hp. It can be used with oars as well and serves as a tender for yachts and large cruisers.

The Grumman dinghy, a Phil Rhodes design, is 8½′ long and has a 50″ beam. It weighs 78 lbs. and can be used as a one-design sailboat, tender, lifeboat or general utility craft. The dinghy is painted yacht white on the outside, gray on the inside and has aluminum oarlocks and shipmate fender rails. Sail rig, also designed by Rhodes, is available at extra cost.

The Grumman sport boat is an outboard that also sails. It's a 15′ 3″ craft with a 43″ beam of semi-planing design and takes power from 2.5 to 5.5 hp. At 112 lbs., it's portable and can be carried on a car top. The sport boat is a four-in-one craft for outboard motoring, rowing, paddling or sailing. Gunter sailing rig is available at extra cost.

Grumman's 1957 canoe line includes 13′, 14′, 17′ and 18′ models in standard or light weights, 20′ and war canoes and 17′ and 19′ square stern models in standard weights. All are equipped with Styrofoam flotation at both ends and while designed for paddling, they can be outfitted for rowing, sailing and outboard motors.

Grumman Boats, Inc., will be shown in Space A-9 and A-10 at the National Motor Boat Show, at the Chicago Motor Boat Show in February the Long Island Boat and Sportsmen's Show in March and at many regional shows throughout the nation.

For More Information Write No. 850 on "More Data Card"

Skimmars

Connecticut Boat Co.'s whole line for '57 follows the same general hull design. The Greenwich, Conn. builder calls it "a new concept in design and construction."

The firm's line — it's the Skimmar fleet — features marine plywood planking with integral aluminum interior bracing; the latter contributes to the craft's light weight, according to Connecticut. There are four basic models in the new Skimmar line.

The Skimmar-9 is Connecticut's super dinghy, weighing just 75 pounds. Yet the little 8′8″ craft sports a 53″ beam. The manufacturer considers the 9 an ideal towing dink or a first boat for younger children. That's because Connecticut says it's virtually untipable because of that extra beam.

Fishermen might be interested in the Skimmar-12, a 105 pound craft that's easy to tote atop the family car. It's fast enough, says Connecticut, to fish the most remote spots and get back — all in a day's time. The just-under-twelve-footer has been clocked at 21 mph with a 7½ hp outboard motor. It boasts a 54½″ beam that provides interior roominess and an extra margin of safety.

This is how the Skimmar 14 Ski-Boat looks in action. Connecticut Boat says this craft is powered with a 15 hp Evinrude.

The Skimmar-14 is next in Connecticut's 1957 line-up. It's got a 54½″ beam, like the 12, and features a full 13′ 8″ of length. Here's the craft we've illustrated. Connecticut calls it a "low cost way to water ski." The reason for that statement is that the firm claims that even though this ski boat weighs only 132 pounds, it pulls skiers when powered with nothing more than a 10 hp outboard motor. Of course, up to an 18 hp installation can be used for greater speeds. The Skimmar-14 is all Monel-fastened and features a bottom planking of 3/8″ marine grade plywood.

The Skim-Air-9 is another in the Skimmar fleet. This one is a sailing dinghy that weighs about 87 pounds and has a 53″ beam. This is a real newcomer to the Connecticut Boat Co.'s production. It's offered complete with a 44 sq. ft. sail from Ratsey and Lapthorn, sailmakers. It features an aluminum centerboard and rudder and a two-piece "take apart" wooden mast. Mast, boom, centerboard and rudder all can be placed inside the boat for easy 'tween sail storage, says Connecticut. This is a versatile craft, too, since it functions equally well as a rowboat or an outboard and yet performs well as a sailing craft. It'll skim over the water, according to the builder, with only 3 hp and can compete favorably with small racing prams using equivalent horsepower.

All of the '57 line of Skimmars is available with fiberglassed chines as an optional extra. There's literature and complete specifications, prices, etc. available from Connecticut Boat, on request.

For More Information Write No. 851 on "More Data Card"

Gator Preview for 1957

GATOR OFFERS

PACE-SETTING ENGINEERING

COMPLETE LINE

NATIONAL ADVERTISING

LITERATURE AND AIDS

BUYER PREFERENCE

DIRECT DEALERSHIPS

90 DAY FACTORY WARRANTY

DIRECTED SALES LEADS

Peterson Bros. Inc.

SELL GATOR FOR TOP SALE

Trigger Action Sales Features

Gator Trailers almost sell themselves, and no wonder! Time tested and proven features, together with top reliability and quality have made Gator the most desired boat trailer in the world. Now for 1957, Gator introduces Trigger-Action — the most revolutionary advance in trailer design. Trigger-Action forever banishes "tongue tussle" and "bow battle" and simplifies one-man operation.

Demonst
ers can
Exclusive
easy to
the first

Trigger Action Advertising and Publicity

Gator advertising blankets the nation from coast to coast. In addition, attractive and well illustrated literature is provided to the dealers at no cost. Every month, the GATOR GUIDE is published to keep the dealer informed of latest developments. The effective advertising program of Gator serves to maintain the interest of the consumer, and builds even higher buyer preference.

Peters
New Yo
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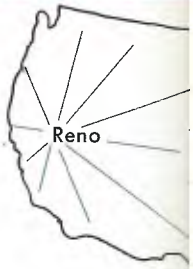
ned by
of new

Trigger Action Dealer Protection

Gator Trailers are always sold through an Authorized Dealer; never from the factory. Sales leads received at the factory are sent to the proper Authorized Dealer. Gator's direct factory-to-dealer relationship and territorial protection mean more profits on the retail level. All Gators carry a 90-day Factory Warranty.



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factories
Indiana;
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delivery

FOR TOP SALES AND PROFITS

Demonstrations help close sales, and Gator Trailers can be demonstrated anywhere — any time. Exclusive new Trigger-Action is so unbelievably easy to use that your customers will be sold with the first demonstration.

GATOR OFFERS

PACE-SETTING ENGINEERING

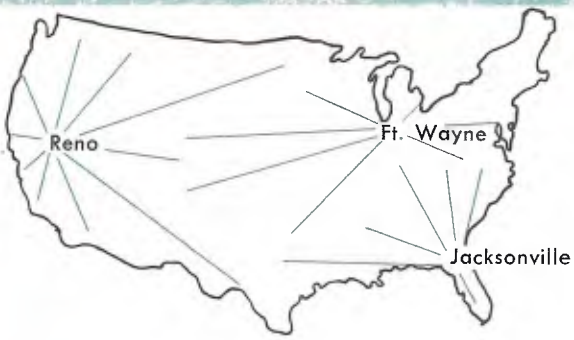
COMPLETE LINE

Peterson Bros., Inc. is a major exhibitor at the New York, Chicago, and San Francisco Boat Shows. Each year the colorful Gator exhibit, manned by factory representatives, brings thousands of new prospects to dealer showrooms.

NATIONAL ADVERTISING

LITERATURE AND AIDS

BUYER PREFERENCE



Gator Trailers are shipped to dealers from the factories at Jacksonville, Florida and Ft. Wayne, Indiana; and from Reno, Nevada. These three strategic locations assure Gator Dealers of fast delivery of just the Gator the customer wants.

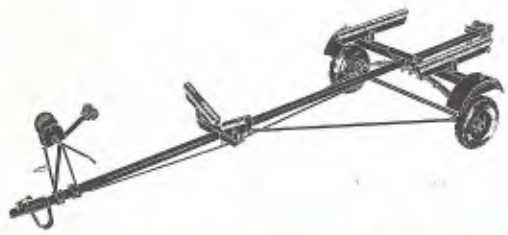
DIRECT DEALERSHIPS

90 DAY FACTORY WARRANTY

DIRECTED SALES LEADS

GATOR WORLD'S LARGEST LINE OF BOAT TRAILERS

FOR LIGHT WEIGHT CRAFT

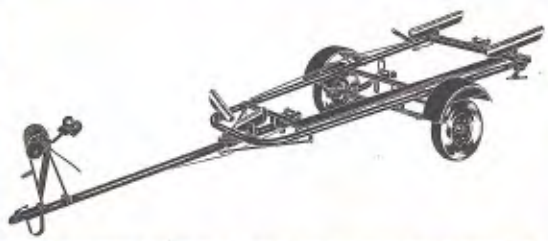


The Gator line includes trailers for light weight craft. Priced competitively, they are popular among boat owners everywhere.

FOR OUTBOARD RUNABOUTS

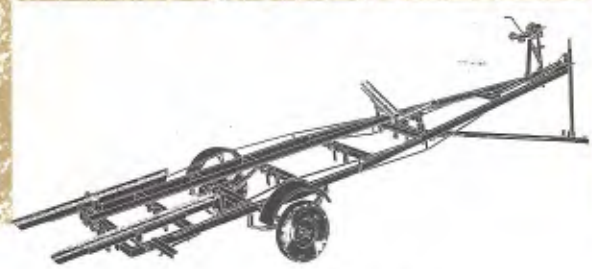
This series has features which make them "best sellers." Includes exclusive Trigger-Action for easy operation and full transom support.

FOR LIGHT CRUISERS AND BEAMY RUNABOUTS



A special series with Trigger-Action. Developed for light cruisers and ultra-broad beamed runabouts in the 16' and 17' lengths.

FOR HEAVY OUTBOARD CRUISERS



Four models to handle cruisers up to 23' and 2,900 lbs. Features mechanical power equipment for one-man launching and loading.

Gator also builds trailers for sail and inboard boats.

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Peterson Bros., Inc., has increased substantially its manufacturing and shipping facilities for 1957; including establishment of a major shipping point at Reno, Nev. **Dealerships are open for qualified firms throughout the West.** Elsewhere, a limited number of Gator dealerships are available. For further information, write:

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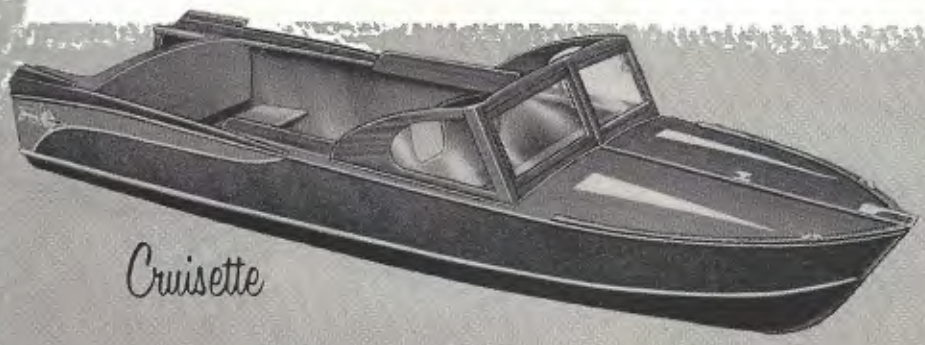

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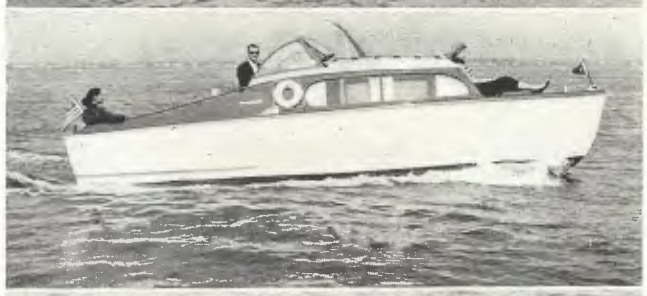
More Data No., Yellow Jacket 105



• *18′ Outboard Skiff, A.N.A.* • *Lyman 16′ runabout* • *May Craft's 25′ Cruiser* • *Lone Star Meteor* • *Marscot Fiberglas 15′* • *14′ Whirlwind.*

Sumnercraft

Seven new models . . . that's the 1957 offering of Sumner Boat So., Amityville, L. I., N. Y. builder. The firm builds standard skiffs, cabin skiffs, stock cruisers and custom cruisers with Sumnercraft Compoglas hulls. The hulls are fashioned of conventional wood planking sealed in Compoglas.

This construction will be featured in the new fleet, which includes a new 23′ cabin skiff — the Adventurer — and the all-new 28′ express cruiser — the Crusader. This year's Commando II is roomier and brawnier, says Arthur Sumner, president of the company. Fourth in the new line-up is this year's completely new flagship — El Presidente '33'. As in years past, Sumnercraft will be formally "launched" at this month's New York boat show.

Sumner Boat Co.'s flagship of the 1957 fleet is this 33-footer, the Compoglas cabin skiff, El Presidente.

Since Compoglas is perhaps the biggest feature in the Sumnercraft line, it might be worth taking just a little closer look at just what this construction is, how it works and what it means to the boater. This process incorporates conventional glued-edge strip planking, double-planked and sealed in Compoglas — thereby forming a seamless, one-piece hull that Sumner says is leakproof, crash-resistant, rot-resistant, worm-resistant and non-sinkable. It's backed up by the company's guarantee, too. Compoglas, says Sumner, absorbs stress and strains without damage. Another feature of this kind of construction, according to the builder, is that since there is only negligible water absorption, Sumnercraft experiences no increase in weight with an ultimate savings in fuel and steady speeds even when the craft has been in the water over a period of time.

And now to the line. The new El Presidente, flagship of the fleet, is a 33-footer, with an 11′2″ beam and a 2′6″ draft. The new craft will feature smart styling and decorator-luxury, according to Sumner. All appointments, including broadloom carpeting, draperies, curtains, berth upholstery and tiling can be of the owner's choice. The craft is powered with twin 130 hp Nordbergs and reaches speeds to 25 mph, according to the firm.

This new craft also boasts a carefully-planned dinette which converts to a comfortable double bed; the lounge converts to upper and lower berths and a forward stateroom provides two more berths. There's a stainless steel galley and a tiled, stand-up head. Cabin headroom is 6′4″.

The Adventurer is a new member of the Sumnercraft fleet, too. This 23-footer boasts an 8′ beam, has a 2′ draft. It's designed to provide spacious living accommodations while still providing the kind of craft any sport fisherman would like to have. There are sleeping accommodations for two and a galley and head that are separate from and aft of the bunks. A roomy cockpit is another Adventurer feature.

This year, Sumner is introducing the Commando II. Last year, the Commando I was debuted. This year's

(Continued on page 232)

MORE and MORE Boat Owners are Calling for and Buying . . .

IA MARINE SAFETY EQUIPMENT

QUICKER SALES . . . HIGHER PROFITS . . . WITH THIS GREAT NEW LINE!

ELECTROLYSIS INDICATOR

Can save boat owners hundreds of dollars . . . by avoiding danger of electrolysis when boat is connected to shore current. Bright red light of Indicator immediately reveals reversed polarity. Simple to install. TOP SELLER! PRICED LOW!

Ret. **$5.95**

10 GAL. WATER HEATER

Utilizing engine heat, this great IA heater provides hot water while boat's underway. Copper tank and insulated. Easy to install in current water supply system. Available with electric heating element for dock side use. Ret. **$105.00**

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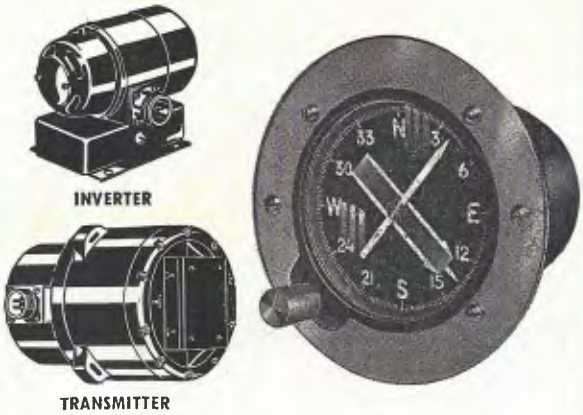


One of the most practical units devised. In great demand on boats where there are magnetic or electrical disturbances. Unit consists of Transmitter, Indicator, Inverter. Chrome-plated mounting plate. Transmitter can be installed anywhere on boat. Available for 12, 24, 32 volts DC systems.

Retail **$69.95**

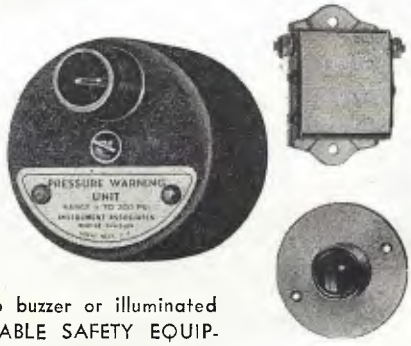
Additional Indicators .....**$17.50** ea.

FUEL "SHUT-OFF" SAFETY VALVE

An electrically operated solenoid Fuel Safety Valve that immediately shuts off supply of gas to engine as soon as ignition is turned off. Reduces chance of fire and explosion. ONE OF OUR FASTEST SELLING SAFETY DEVICES. Easily installed into fuel lines. Available in various voltage.

Retail **$29.95**

OIL PRESSURE ALARM



Prevents engine from burning out because of falling oil pressure or pump system failure. IA's PRESSURE ALARM in oil lines sends out danger signals to buzzer or illuminated red light. VALUABLE SAFETY EQUIPMENT. QUICK SELLER! LOW PRICED!

PRESSURE ALARM — $9.95; **LIGHT** (with chrome-plated mounting plate) — $4.95; **BUZZER** (6 volts) — **$3.70** (12, 24, 32 volts) — **$6.70.**

- **Strong Dealer Support — Backed by PAGES of Natl. Ads.**
- **Fast Delivery — Backed by own service dept.**

FOR ILL. CATALOG AND TOP DEALER ARRANGEMENTS—WRITE, PHONE, CABLE.

***MARINE DIVISION OF* Instrument Associates**

More Data No., Instrument Associates 106

SUMNERCRAFT *(Continued from page 230)*

version follows closely the sleek, trim lines of its predecessor. The new model sleeps four and provides for what Sumner calls "exceptional" comfort. The cabin is bright and well ventilated, features 6′3″ headroom. The 28-footer has a 9′4″ beam and a 2′4″ draft.

Another 28-footer, the Crusader II, is the latest addition to the fleet. It sleeps four in two 6′5″ berths forward and the dinette converts to two more double berths. The Crusader, too, has a 9′4″ beam and cabin headroom of 6′3″. Something extra is provided in the flush cockpit with its teak deck and ventilating side windows and windshield. It's available, too, with a shelter cabin. Sumnercraft welcomes inquiries about its new line, either from boat show-goers or by mail.

For More Information Write No. 852 on "More Data Card"

U-Mak-It Products

Over the past 29 years U-Mak-It Products of New York, N. Y. has specialized in the production of a complete line of precision-cut boat kits. The line ranges in size from small 8′ prams to 23′ cabin cruisers, each one cleverly engineered for simple assembly, say the designers.

Now the firm announces a completely "new and original" kit boat design—Lapstrake Skiff kits. Manufactured with the same heavy duty framework for which U-Mak-It kits have always been famous, the new kits can be assembled in exactly the same manner as any other kit in the company's line. The only way in which this kit differs is in the planking.

This racy lapstrake skiff is made from newest kit by U-Mak-It Products.

Instead of using the regular plywood panels over the factory machined assembled framework, individual overlapping and interlocking planks are used, according to the manufacturer. With each individual lapstrake plank being cut to the exact shape of the hull and beveled and notched with the greatest accuracy, each easy-to-handle lapstrake plank needs only a special sealer applied before being fastened with brass nuts and bolts. Of utmost consideration is the fact that no special tools or skill are required to assemble a perfect craft, says U-Mak-It Products.

Lapstrake construction has made it possible to construct skiff kits that are stronger and have improved hull forms. This is due to the hull thickness being doubled where the planks overlap. These overlapping planks act as efficient spray rails that run the length of the hull, deflecting spray downward and increasing performance of the craft.

For More Information Write No. 853 on "More Data Card"

Crownline

The new line of fiberglass boats for 1957 produced by the Crownline Manufacturing Co. of Onarga, Ill. has been designed by the firm to place dealers in the best possible position to give both potential and present boat owners exactly what they desire, regardless of financial position, the manufacturer assures.

Crownline's new 700 series runabout.

This comprehensive line inlcudes 12′ and 15′ open fishing models, 14′ and 16′ runabouts with a choice of deck designs and 13′, 16′ and 18′ canoes of both standard and lightweight construction. The 16′ runabout, called the "700" series, has been designed especially as a "big water" boat. This model has a 72″ beam, 60″ transom width and a depth amidships of 35″. Standard equipment includes a walk-through center deck and a full width seat across the back, forming a closed-in fuel and battery compartment, or a seat along each side providing extra seating capacity.

Much like this 16-footer, the 14′ runabout carries the same design but is correspondingly smaller. The beam is 66″, transom width 54″ and its depth amidships is 30″. An unofficial time trial on this model produced speeds up to 38 mph with a 30 hp motor.

The most experienced canoe enthusiast will be thrilled with the performance of Crownline's line of canoes, the firm reveals. Of extremely light construction, the 16′ weighs in at 60 lbs. and the 13′ relatively less. Both have a one piece hull for speed and durability for use in hunting and fishing in the most rapid waters, says the manufacturer.

For More Information Write No. 854 on "More Data Card"

Thunderbird

Thunderbird Corporation plans to produce more than 2,000 boats this year in its brand-new Greenville, Texas plant.

With 30,000 square feet of floor space now, compared with just 7,200 at Thunderbird's former Fort Worth location, General Manager Robert A. Bennett says his company's spring line will include 19 different deck plans on three standard hull lengths.

Three models currently in production are the Starflite 15, the Starfire 15 and the Seaflite 15. Center line length of all three is 14′4″ and gunwale length is 15′2″. Hulls are of five-ply Philippine mahogany, heat-and-pressure laminated and said to be leak-proof. All three are rated for a maximum of 60 hp.

The Starflite, a deluxe runabout, features a long (64″) front deck and adjustable, removable seats with two-tone cushions. The Starfire is similar but has an after deck as well as a front deck. Both these models have 61″ beams and weigh 245 lbs.

(Continued on page 234)

If There's a
CRESTLINER DEALERSHIP
Available To You . . . GRAB IT!

A CRESTLINER dealership means this to you:

1. **Sales appeal . . . . . top quality in the industry.**
2. **Customer acceptance established . . . since 1946.**
3. **Quick service and reduced freight costs...2 plants, Minnesota & Virginia.**
4. **Profit makers . . . . . priced right.**

Car Top
Fishing Boats
Runabouts
Convertibles
Hardtop Cruisers

CRESTLINER CORPORATION is the Eastern manufacturing plant of Crestliner of Little Falls, Minnesota. Since 1946, Crestliner has been a top leader in sales of outboard boats.

We pride ourselves in service to our dealers. Crestliner Corporation of Strasburg, Virginia, services Eastern and Southern dealers direct, and Crestliner boats are sold only through exclusive franchise dealers. No discount sales by the factory.

Today, Crestliner aluminum outboard watercraft are built in our Strasburg, Virginia, plant. This permits better service to our Eastern and Southern dealers, and further expansion of our Eastern dealer organization.

Why not write, wire or 'phone today for complete information about our Crestliner dealerships? We'd like to hear from you.

Crestliner

AMERICA'S FINEST ALUMINUM WATERCRAFT

CRESTLINER CORPORATION

415 EAST QUEEN STREET • STRASBURG, VIRGINIA • PHONE STRASBURG 415

More Data No., Crestliner 107

THUNDERBIRD *(Continued from page 232)*

The Thunderbird Seaflite is designed for salt or fresh water fishing. It has a 50″ beam and a 49″ front deck. This model weighs 215 lbs.

All three craft have mahogany plywood top decks routed in a plank design; "comfor-ride" seats and split-level spray rails. Optional equipment on all models includes steering assemblies, chocks, cleats, wrap-around windshields, chrome trim for gunwales and spray rails, step pads and running lights.

For More Information Write No. 855 on "More Data Card"

The Anchorage, Inc.

Top quality boats of outstanding performance have been produced by The Anchorage, Inc. of Warren, R. I. for a period of years totaling more than a quarter of a century. Its line of craft includes sizes ranging from 7′9″ Dyeresin Midgets to 29′ Dyercraft.

Included in the new 1957 models is a 19½′ Dyeresin Utility Hardtop. Equipped with a canopy, the craft can be fitted with four individual seats. The backs of these seats fold down to form two comfortable berths, one along each side. If desired, a toilet can be installed beneath the aft port seat and there is plenty of stowage space aboard for cooking equipment and a portable ice-box for weekend cruising.

Entirely new 19′ utility hardtop Dyeresin by The Anchorage, Inc.

This model is avaliable in either standard or hard-top both powered by a Universal 65 hp Unimite Aqua-Pak engine giving top speeds of over 25 mph. The standard model is an open craft which makes an excellent "bass boat", according to The Anchorage. With this model the windshield and wings fold flush with the deck to provide unobstructed room for casting.

Another popular boat in the firm's line is its 16′ Dyeresin Utility called "Glamour Girl". This craft will remain the same as last year with the exception of minor refinements. The manufacturer will also continue to build the 12′ International One designed of "Dyeresin", its 10′ Class "D" Dyer Dink, the 9′ Dyeresin Dhow and 7′9″ Dyeresin Midget. The latter mentioned craft are carried atop the cabins of large racing-cruising auxiliaries throughout the country, the firm reveals.

The largest craft on the firm's production line is its Dyeresin "29". Since their introduction at the New York Boat Show two years ago, these craft have been increasing in popularity. They are being delivered with either gasoline or diesel power in single or twin screw models. The Dyeresin hulls used on this model are available as bare shells or in various stages of completion for do-it-yourself fans to complete according to their personal desires, state designers at The Anchorage.

For More Information Write No. 856 on "More Data Card"

Tomahawk

Tomahawk Boat Co. is manufacturing fiberglass boats now. For years, the Tomahawk, Wis. firm built wooden craft and only recently converted its entire production to the new construction material.

Tomahawk is also introducing a new boat and concept in the form of its 15′ Trailer Mate. The boat offers a new "add-a-part" concept for boating enthusiasts who want to get boating underway in gradual stages. Dealers, according to F. W. Dreger, Tomahawk sales manager, will stock the basic hull, complete in itself.

The Tomahawk Trailer Mate, the 15-footer pictured here, is sold to dealer as an open model. Snap-on fiberglass deck and back rests for all seats are available, too.

The will also stock various fiberglass parts which will readily convert the craft into any of several different models. For instance, the addition of a fiberglass front deck or the installation of step-through back rests on front or stern seats or both can be made at any time from the dealer's stock of hulls and accessories. The hull alone, Dreger points out, is a complete utility boat.

The new model is known as the G1562 Trailer Mate. The 15-footer has a 62″ beam and a midships depth of 26″. The craft has been designed to handle motors with today's stepped-up horsepower, according to Dreger.

He points out, too, that the design of the new boat incorporates a thicker bottom for greater safety, with little increase in weight. In addition, he stresses the greater width of this year's model, which means more interior space and improved riding and maneuvering qualities.

Tomahawk is offering others in its all-fiberglass line. There's a 12-footer and a 14-footer—both Car Mates, both fiberglass.

For More Information Write No. 857 on "More Data Card"

Marine Plastics

Designed to accommodate twin installations of outboard motors up to 40 hp, the new Skimaster Sr. runabout is the first entry in the 1957 Glass Magic fiberglass line to be introduced by Marine Plastics, Inc., of Fort Worth, Texas.

Skimaster by Glass Magic really lives up to its name — accommodates single or twin 40 hp installations.

H. L. Cain, president of the manufacturing corporation, calls attention to the functional, aqua-flite fins

(Continued on page 236)

Sell 1957 Chris-Craft SEA SKIFFS

To the successful boat dealer who wants to be even more successful

30′ x 9′ 9″ x 2′ Semi-Enclosed 4-sleeper. Engines to 190 hp; speeds to 26 mph. Also available as 2-sleeper. Also available in 35- and 40-ft. lengths.

18′ x 6′ 9¼″ x 1′ 9″ Open Model. Round-bilge, lapstrake design; engines to 95 hp; speeds to 30 mph. Also available in 22-ft., 26-ft. and 30-ft. Open Models.

26′ x 9′ x 1′ 11″ Fly-Bridge Cruiser, sleeps 4. Single or twin engines to 190 hp; speeds to 28 mph. Big-cruiser comfort at a low budget price.

• A complete line, 18 ft. thru 40 ft.
• Fast! Dry! Seaworthy!

Here's your chance! Now's the time to get a separate franchise dealership for the hottest line in the boating industry – Chris-Craft Sea Skiffs for 1957! But hurry, production schedules are being filled rapidly as more and more dealers are taking advantage of the tremendous customer demand.

Owners are sold on Sea Skiffs. They want the rugged power; the soft-cushioned ride that only round-bilge, lapstrake design can give; the exceptional ease-of-handling; the matchless, all-around seaworthy performance. And they're buying now, so act immediately! Get all the facts on the separate franchise deal for 1957 Chris-Craft Sea Skiffs. Fill out the coupon and mail it today.

Sea Skiff Division
Chris-Craft Corporation, Algonac, Michigan

I understand that the Chris-Craft Sea Skiff Division is a separate dealer franchise. I am interested in this new dealer opportunity. Rush confidential information to:

Company Name _____

Address _____

City _____ Zone ____ State _____

(Signed) _____

Chris-Craft Sea Skiff®
DIVISION
CHRIS-CRAFT CORPORATION, ALGONAC, MICHIGAN
WORLD'S LARGEST BUILDERS OF SEA SKIFFS

More Data No., Chris-Craft Sea Skiff 108

 (Continued from page 234)

and custom interiors which distinguish the swift 15-footer; these enhance its looks, he points out, and the wide planing surface of the craft's bottom means added speed and maneuverability.

Reinforced transoms and bottoms are the keys to the Skimaster Sr.'s ability to handle "almost unlimited horsepower", Cain contends, and a special company formula imparts extra-strength to the hand-finished fiberglass.

Water sports fans are expected to rejoice at the open rear cockpit designed especially for them and accessible through the walk-through front seat.

An upholstered rear seat is available as an accessory, and standard items inclule a pleated two-tone Naugahyde foam upholstered front seat; complete steering system; wrap-around windshield with custom brackets; three-tone color styling; custom bow handle; bow eye; dura-bright trim moulding; twin ski eyes; chrome step pads, and throttle bracket.

For More Information Write No. 558 on "More Data Card"

Standard Glass Products

The FIREflite is an all-new boat model recently introduced and being built by the Glastron Boat Division of Standard Glass Products, Inc. of Austin, Texas.

FIREflite is 14' craft boasting 66" beam with 31" depth amidships.

This sleek new fiber glass model is 14' 8" in overall length. Six passengers can ride comfortably within its 66" beam and 61" transom width. It's deep, too, with 16" transom height (25" to the top of the rear fins) or optional 20" transom available at slightly higher cost. The MONOflite hull design boasts a 31" depth and there are transverse fiber glass bulkheads, double floor and Styrofoam flotation chambers which are likewise molded-in. All-in-all this craft presents a rugged, distinctive styling that is guaranteed to meet the most exacting standards of every boating enthusiast, reveals firm president, Bob Hammond.

This new craft has been designed for outboard motors up to 45 hp. Standard equipment on the FIREflite points toward a new high with such features as forward running light; rubber dock bumpers; panoramic windshield; complete steering assembly including steering wheel, pulleys, cable, clamps and springs; aluminum trim hardware—bow ring, ski tow rings and stern handles. A screw-type bailer and step-through front seat are added features of the FIREflite as are automotive-type front and rear seats that are comfortable and tastefully upholstered. The craft has a distinctive white hull with a choice of four contrasting colors available for the decks.

For More Information Write No. 859 on "More Data Card"

Molded Products, Inc.

Of the 22 outboard runabout models comprising the Whirlwind line for 1957, five will feature an all-new hull design, according to the manufacturer, Molded Products, Inc. of Cockeysville, Md. All will be on display at the Molded Products booth at both the New York Boat Show and the Chicago Show.

Hull design of five of the models by Molded Products, Inc. is entirely new.

This new hull design will be available on the 14' Standard, two 14' Deluxe models and 16' Standard and Deluxe models. This design incorporates a 66" beam and greater depth with a more handsome bow flair, the company reveals. The resulting larger planing surface on the 14' models increases their load carrying capacity. All five of these models will also meet the trend toward today's larger motors, being capable of accepting 35 and 40 hp outboards.

The interior design of both the 14' and the 16' Deluxe models provide a walk-through center deck with the 16' having an after deck design. All of the 22 models in this year's Whirlwind line are grouped in size between the firm's 12' Fisherman and the 18' Day Cruiser. Each hull is constructed of mahogany plywood that has been molded in one piece for greater strength and minimum maintenance.

Whirlwind boats are manufactured entirely by the Maryland company who has an illustrated and descriptive 1957 catalog ready to send to all interested dealers. It can be obtained without charge by all who request it.

For More Information Write No. 860 on "More Data Card"

Finn-Craft

Its new models set the pace for 1957's styling and engineering advances that are featured throughout Finn-Craft's fleet. The New York City firm is currently introducing a couple of new 22' mahogany inboards and two rakish outboards. They are the 22' Dagger and Surfmaster Sport Fisherman and a sturdy 15½-footer and an 18-footer with sleeping accommodations for two, respectively.

Finn-Craft's new fleet of Estlanders is all ready for the season just ahead. Here, Estlander features are illustrated.

(Continued on page 238)

with Griffith MARINE ACCESSORIES

That Sell on Sight

22"

NEW

Griffith MOORING SNUBBER

Sturdy neoprene shock cord absorbs jolts . . . takes damaging jerk and shock out of wind and waves when mooring small boats at dockside. Griffith Mooring Snubbers are tested to withstand up to a half ton continuous pull . . . stretch to seven times their length safely. The special formula ebony black neoprene snubber will not harden or crack from exposure to sun and salt spray.

SPECIFICATIONS

Length ..... 22 inches
Diameter ..... ½ inch
Tested strength ..... 1000 pounds

Stock No.	Approx. Ship. Wt.	List
ANS 2	4 lbs. per doz.	$2.95

Minimum dealer order 1 doz.

2 side by side for extra strength

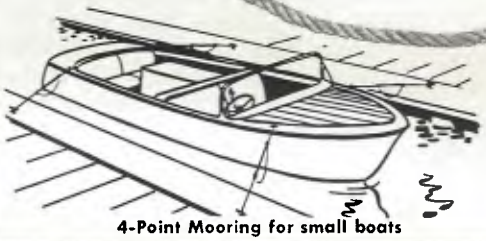
2 linked together for extra length

SEAPLANE MOORING

AIRPLANE LASHING

TARPAULIN LASHING

CARTOP BOAT LASHING



4-Point Mooring for small boats

Anchor Line Snubber

WISE PNEUMATIC FENDERS

5 SIZES

Durable, gleaming white Wise Fenders of neoprene rubber cushion hardest shocks the modern way . . . with resilient rubber encased air cells. Won't discolor or stain. Resists deteriorating effects of sun and salt spray. Sell dual service. They float, can be used as emergency life preservers.

	LIST
Wise Jr. (hollow cyl.) 2"x12"	$ 1.75
Runabout (pneumatic) 3"x12"	4.40
Yacht (pneumatic) 4"x16"	6.60
Utility (pneumatic) 5"x20"	8.80
Seafarer (pneumatic) 9"x30"	25.00

ONE-YEAR UNCONDITIONAL GUARANTEE

In Gleaming White Neoprene

DISTRIBUTORS • DEALERS
Write or wire for Griffith Marine Line catalog and name of our representative in your area.

Griffith

More Data No., Griffith 109

FINN-CRAFT

(Continued from page 236)

According to Finn-Craft, Inc., exclusive importer of the Estlander line of skiffs, the Dagger is the "pride of the fleet" with its quality workmanship and construction. It's planked and finished entirely of marine grade African mahogany, clinker-built with riveted and glued seams. The Dagger's 7'8" beam provides spacious accommodations, says Finn-Craft, and its high-sided freeboard with sweeping flare assures a dry ride even when the going gets rough and at the same time offers styling that's in keeping with the times.

For cruising and fishing, the Surfmaster is available with a raised deck cabin which provides for two bunks and a head. Both the Dagger and the Surfmaster step right along at 25 knots with a 100 hp engine.

The Estlander outboards feature the same craftsmanship as the new 22-footers. A rakish, flaring bow highlights this year's design and provides, according to Finn-Craft, a safer, smoother and drier ride. They're clinker-built of northern pine or African mahogany and are fully-equipped, according to the importer, with chrome hardware and mahogany-framed windshields and side shields. A Navy top is optional on all models.

For More Information Write No. 861 on "More Data Card"

Pioneer

Pioneer Mfg. Co. predicts plenty of attention for its new Pacemaker. The 14-footer, built in the firm's Middlebury, Ind. plant, this year introduces a new element in its metal boat construction. This year's craft incorporates greater speed and dependability and ease-of-handling that leads the Hoosier builder to anticipate favorable market reaction.

Pioneer's new metal Pacemaker is a 14-footer that features sweeping curves and a 56½" beam for added safety and appearance.

The new model, says the firm, also offers modern design and styling that contribute to its all-around beauty. The craft, like others in Pioneer's line, is die-formed on a powerful press. Its design—graceful lines and sweeping curves—and 56½" beam provide something extra in both appearance and safe, enjoyable boating, says Pioneer.

The family runabout and sport fisherman is sturdily built, according to Pioneer, of high strength aluminum. It's built for plenty of action and smooth riding. The new 14' Pacemaker handles outboard motors up to 35 hp.

Other Pioneer boats include seven steel models, six other aluminum craft, a 17' canoe constructed of aluminum and an aluminum pram that measures 9' in length. Pioneer has a free catalog describing and illustrating its 1957 line.

For More Information Write No. 862 on "More Data Card"

Pacesetter

A three-year-old Texas boatbuilder's getting growing pains. Since its 1954 founding, Pacesetter Boats, Inc. has been selling to the large Texas market. Next season, though, it's going to reach out for a share of ever increasing national marine sales.

The Waxahachie firm, headed by President J. M. Alderdice III and Vice President J. M. Alderdice, manufactures a line of inboard and outboard craft. They're of seam batten construction for safe, dependable performance and lasting qualities. Pacesetters all get coated with filler-stain, followed by two coats of sealer, sanding and three more coats of high gloss marine varnish. The bottom, too is filled and then finished with two coats of racing Copper Bronze.

This is a sample of the performance and styling that Pacesetter Boats expects to introduce to a national market in the future. Right now the 18' to 22' craft are selling the Texas market, primarily.

Pacesetters fall into two general length classifications —18-footers and 22-footers. In the first category, there are the Dolphin, the Cutlass and the Hurricane. In the latter, there are the 22' inboard Express cruiser and its outboard counterpart—the outboard Express cruiser. All of the 18' craft are inboards, available with Chrysler and Graymarine engines.

There's plenty of standard equipment on Pacesetters, too. An automatic bailer, cushion type life preservers, fire extinguishers and such instruments as a tachometer, ammeter, oil gauge, heat indicator and gas gauge are installed at the factory and included in the basic price of all Pacesetters. Other standard items include heavy duty Naugahyde plastic seats and cushions, motor box cushion, white step pads, chrome cutwater and a Nylon flag. There are also dock lines, tools and a shipping cradle—all standard Pacesetter equipment.

What's underneath the modern exterior of Pacesetter? First of all, there's a network of white oak that forms the framework over which the hull is fashioned. All seam battens are made of Sitka spruce. The cockpit is mahogany paneled and floors are vinyl plastic-covered.

Pacesetters for 1957 are equipped with drag link type steering and an abundance of chrome-plated brass or bronze hardware. Stainless steel trims the gunwales and fastenings are brass and bronze.

There's optional equipment that can be factory-installed, including radio shielding for the engine, AM radio receiver, spotlights, etc. However, Pacesetters are equipped with proper running lights, ventilation and necessary signals as standard equipment.

In addition to providing something a little extra in the "glamor department," Pacesetter's full length spray rail at the chine line also offers a safe, dry boat, even in roughest water, according to Alderdice. Another construction feature is the craft's overlapping bumper sprail rail for additional protection to the rear of the boat.

(Continued on page 240)

THE HOTTEST NEWS FOR 1957 IN THE BOATING INDUSTRY

SENSATIONAL

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SEE 1957 TEE-NEE TRAILERS, PAGE 171

PACESETTER

(Continued from page 238)

The 18-footers are equipped to handle from 75 hp to 160 hp engines and reach speeds up to 45 mph in favorable weather, according to the firm.

Expansion plans, both insofar as the firm's present 15,000 plus square feet of plant area and insofar as its line is concerned are in the 1957 plans. The firm will erect a new building with approximately 11,000 sq. ft. of added floor space this year. In addition, Pacesetter is introducing its new 18′ Serodo, said to be the "sports car" boat in the line. It will combine mahogany and fiberglass construction and expectations are that the new 18-footer will push well above the 50 mph mark with a Dearborn Interceptor 215.

For More Information Write No. 863 on "More Data Card"

Custom Craft

Custom Craft has the widest selection of boat kits and finished craft in its history. The Buffalo, N. Y. firm is hitting the national market this year with a total of more than 100 different models ranging in length from 8′ to 22′. Custom Craft officials say they anticipate the biggest year in the firm's eleven year history.

The Custom Craft Victory 21′ twin trunk express has a 7′ 10″ beam and features a 9′ cabin with 5′ 9″ headroom.

In addition to nearly doubling their factory production facilities, Custom Craft has also put into operation a new and separate shop for the exclusive assembly of semi and custom finished boats. This means that they will be able to handle almost twice the volume of both boat kits and finished boat sales during 1957 as they did during the past season, thus giving faster delivery on the entire line.

The entire 1957 line has been improved both engineering wise and in all over styling. Sleek, new two-tone color treatments have been worked out plus the use of natural and stained mahogany throughout the line. Wrap-around plastic windshields are available on every model as well as the conventional V types. Along with the many engineering and styling changes go greatly simplified assembly methods and more easily understood building instructions making Custom Craft truly easy to assemble even for the amateur boat builder.

Among the most outstanding new models for 1957 are the sleek, new Thunderbolt series which include 13′, 14′, 15′ and 16′ models, featuring the new Flying Stern, a pontoon-type transom treatment that Custom Craft says adds style and additional performance to the boat. Other boats in the runabout and utility types include, Challenger, Sportsman and Seagoing series.

A wide variety of outboard cruisers are also featured for 1957 and include the new, re-styled Holiday, Belaire, Riviera, Corvet and Monterey in sizes ranging from 16′ to 18′. The new Victory Series covers the 18′, 19′, 20′ and 21′ class with a number of styles including the Express, Sedan and twin-trunk models along with the new Sportsman. Added to the Victory series for 1957 is the new Viking series which will feature an Express, a Custom Hard-top and Utility Runabout in both the 18′ and 20′ models.

Custom Craft also announces the addition of a new plastic line for 1957. This will include Custom Craft Super XXX Resins, plastic boats and plastic boat kits. Complete new facilities have been constructed to accommodate this new expanded field.

For More Information Write No. 864 on "More Data Card"

Colonial

Four basic models—express and sedan cruisers in 32′ and 37′ lengths—will be made and marketed this year by Colonial Boat Works, Millville, N. J.

All are built on the Colonial Roun-Vee hull, which has been widened at the transom to increase buoyancy and improve performance. Planking on all models is cedar, Everdur bronze fastened on sawed white oak frames. Keels, stems and knee timbers also are of sawed white oak. Decks and covering boards are mahogany, but teak may be specified instead. Bronze rudders and Tobin bronze shafts are used.

Colonial "32" express cruiser features exclusive Roun-Vee hull design planked with cedar.

The Colonial 37′ sedan for 1957 features a long, low silhouette and larger glass areas in trunk cabin and deckhouse. It's available as a six or eight sleeper. The eight sleeper has a lounge running fore and aft on the starboard side opposite a dinette and both lounge and dinette convert to upper and lower berths. Two permanent berths are in the forepeak. There is 6′ 3″ headroom throughout the deckhouse and trunk cabin. This model also has a complete galley, large toilet and full-length hanging locker and storage cabinets.

The eight-sleeper has a lounge in the deckhouse which can be made into a full size double bed. The six-sleeper version substitutes a snack bar with storage cabinets underneath for the lounge in the trunk cabin and permits installation of an additional hanging locker. Twin power is standard with horsepower ranging from 120 to 155 each. Hydraulic clutch controls and reduction drives also are standard equipment.

Colonial's new 37′ express cruiser has the same power options and equipment as the 37′ sedan. The six sleeper version has trunk cabin facilities like the eight sleeper sedan and the four sleeper express is the same as the six sleeper sedan.

New 32′ express and sedan cruisers by Colonial have 6′ 2″ headroom and larger window areas in the trunk cabin, which contains a galley and enclosed toilet. There is a hanging locker and numerous storage cabinets on both. The express sleeps four and the sedan six. In both, dinettes convert to double berths and there are two permanent berths foreward.

Twin power, driven through reduction drives and operated by hydraulic clutch controls, is standard equipment. Power options range from 110 to 150 hp each.

For More Information Write No. 865 on "More Data Card"

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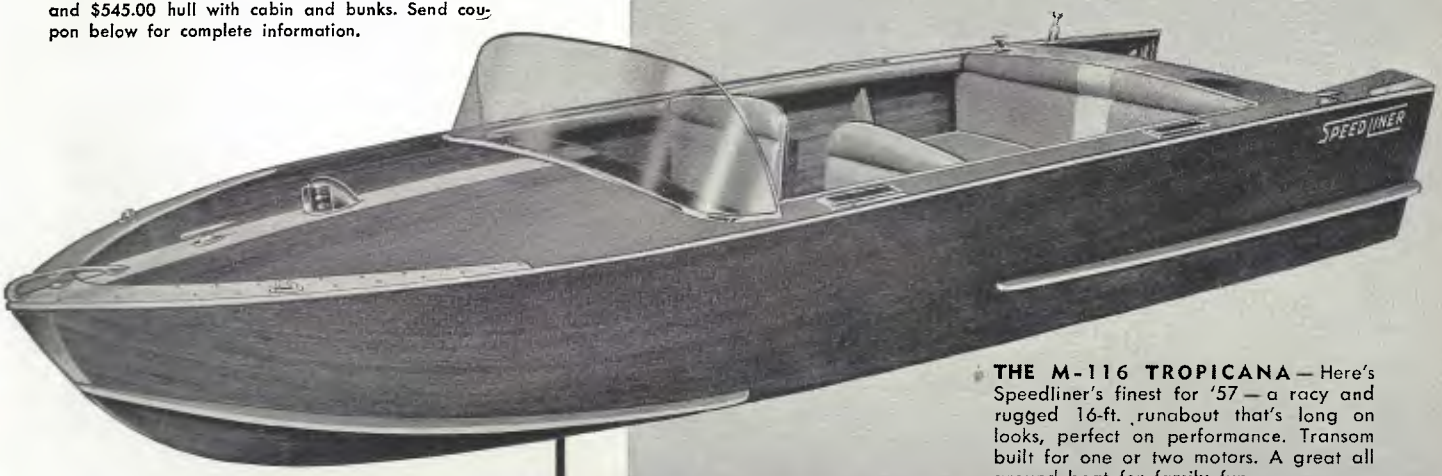

THE M-116 TROPICANA — Here's Speedliner's finest for '57 — a racy and rugged 16-ft. runabout that's long on looks, perfect on performance. Transom built for one or two motors. A great all around boat for family fun.

THE M-114 SPEEDLINER TROPHY . . . a 14-foot classic.

THE M-214 SPORTLINER — A graceful 14-foot open model with walk-thru front seat.

THE M-414 CONTESSA — A water-loving 14-foot sporty open model with walk-thru front seat . . . the boat for family fun.

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Speedliner dealers like Harold Smith know that General Marine has always built a quality line of fast-selling boats. And 1957 promises to be the greatest year yet for Speedliner. From runabouts to racer hulls, Speedliner for '57 features a host of new styling and construction improvements such as new bottom design that gives smoother ride and better performance. There's also two fiberglass models in the '57 line that are guaranteed to bring out the buying bug in any boatman.

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More Data No., General Marine 111

Starcraft

Starcraft . . . it's a name that stands for aluminum-galvanized boats. The Goshen, Ind. builder is featuring a one-piece aluminum bottom in its line this year.

Other 1957 features worth mentioning include its modern-styling, with swept-back tail fins and reinforced decks. Upholstered seats, windshield, steering wheel and lights are other deluxe features on certain models in this new Starcraft line-up.

Modern styling and one-piece aluminum construction highlights the 1957 fleet of Starcraft utilities and outboards like the sleek model shown above. . . .

Back to the one-piece bottom, though . . . In this kind of construction, the entire bottom, from one spray rail around to the opposite spray rail, is one single, seamless sheet. What does this kind of construction mean to the ultimate boat owner? Simply this, according to Starcraft: It produces a stronger, guaranteed leakproof hull because seams and rivets below the waterline are completely eliminated.

And what about deliveries? Dealers want to assure themselves that at the peak of the boating season, they aren't going to have a host of dissatisfied customers who can't get the craft they want. Starcraft has a stock of more than 6,000 boats in storage to assure authorized dealers deliveries during this peak season. New and old dealers alike can inspect the 1957 line of Starcraft utilities and outboards—from a 99 pound round-bottom suitable for top-of-the-automobile transportation to its new 16′ Constellation or the new deluxe Ski-Champ—at both the New York and Chicago boat shows. The new-this-year Ski-Champ will be particularly featured since it clearly indicates the kind of construction and advanced styling built-into the new Starcraft line, according to the firm.

For More Information Write No. 866 on "More Data Card"

Wheeler

The Wheeler Yacht Co., Inc., Clason Point, N. Y. offers a complete 1957 line of sedans, express cruisers, sport fisherman and promenade deck yachts in all the popular sizes from 38 feet through 85 feet. Peak performance and outstanding comforts are the keynote of the line. Each model has the "peak performance" hull design with its rugged construction and traditional sea going qualities. Teak cockpits and "fiberglas" covered decks are standard quality features as well as monel fuel and water tanks for all models. Many of the larger yachts come with the new "Wheeler Automatic Bilge Watchman" systems that keep bilges always dry.

A brand new 38 foot sports cruiser is being introduced for 1957, featuring express cruiser speed and house boat comfort all on two levels. It has a very large cockpit, spacious salon with galley and convertible settee; large closets, complete bath and private stateroom. Optionally powered with either twin Chrysler crowns or Imperials speeds up to 28 miles are available.

This 38′ sports cruiser by Wheeler is powered by two Chrysler Crown engines for long cruising range and 18 mph speeds.

The ever popular 38 foot sedan cruiser is again offered with new styling and new comforts. It is ideal as a family cruiser, sport boat or sport fisherman with dual control flying bridge. The arrangement provides sleeping accommodations for six in three separate cabins with large closet, stainless galley and lavatory centrally located; the large cockpit provides sunning or fishing space.

The 42 foot sedan yacht comes with two cabin arrangements: The first has complete crew quarters forward, private stateroom, large stainless steel trimmed galley with bathroom opposite, luxurious sun-lighted salon and large teak cockpit. The second has complete crew quarters, private stateroom with bathroom opposite, followed by gleaming stainless steel trimmed galley with convertible dinette opposite. The large sun-lighted lounging salon is available either as a convertible or fully enclosed sedan.

The 48 foot sedan yacht with flying bridge and dual control has a large cockpit with settee facing aft, large sunlighted lounging salon, private owner's stateroom, stainless steel galley, dinette, large closets and crew quarters. The forward deck has seats with hinged back rests, flying bridge has seats with reversible back rests and swivel steering seat. Powered with 2—6-71 turbo diesels this yacht has a speed of over 20 miles and long cruising range for offshore sport fishing and cruising.

For More Information Write No. 867 on "More Data Card"

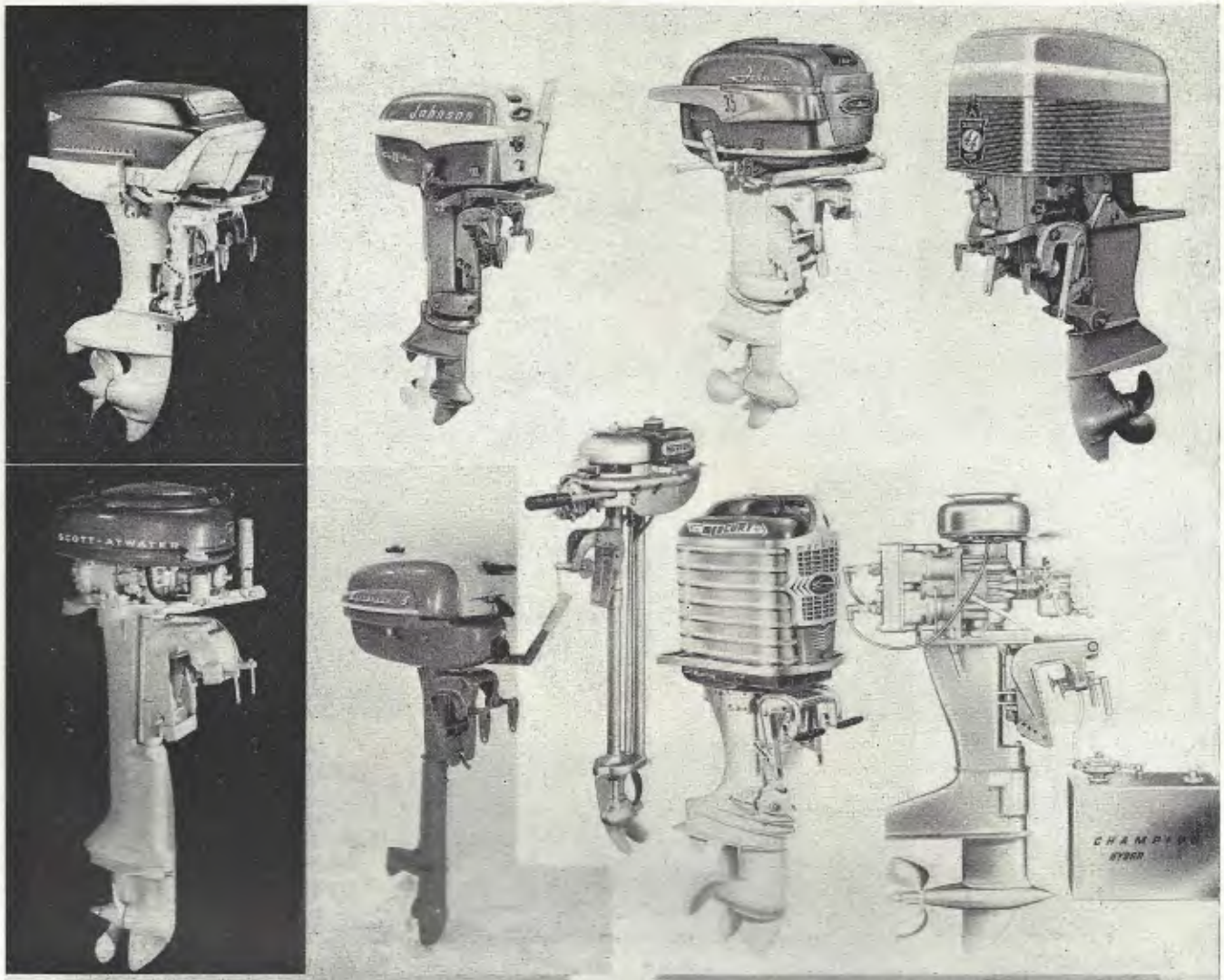
Pabst

The Holiday 14 and the Fairliner 16 are new boats by Pabst Boats. This La Crosse, Wis. firm has been building boats since the turn of the century. The new craft are said to offer something finer in design, performance and finish this year.

Pabst Holiday, a 14-footer is shown here, moving right along. It's got a 63" beam and weighs only 360 lbs., mahogany hull, decks and all, excepting, of course, the motor.

(Continued on page 450)

MORE NEW BOAT STORIES ON PAGE 450



1957

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More Data No., Fibre Glass-Evercoat 112

OUTBOARD MOTORS
for fun and action in 1957

Buccaneer

Eight is the magic number for the 1957 line of Buccaneer outboard motors manufactured by the Gale Products division of the Outboard Marine Corp., Galesburg, Ill.

Not only is the Buccaneer line represented by eight new and improved power units for the new year, but each of the five largest models boasts eight key features in its mechanism which renders it all the more desirable, in the judgment of Gale officials.

All dolled up in a sea-mist green and surf white color scheme, the Buccaneer octet consists of a 3-hp. Deluxe; a pair of 5-hp. motors, the Standard and Deluxe; the same distinction between the 12-hp. entries, with the electric-starting Deluxe a third member in the category, and the 25-hp. Deluxes, one a manual-starter and the other electric.

The eight selling features which decorate the cut-out of a typical Buccaneer motor in the company's catalogue are, in order: 1) a quickly-removable, rattle-proof Aircraft Nacelle engine cover; 2) a readily-reached automotive-type shift lever which provides forward, neutral, and reverse options and is adaptable to remote controls; 3) salt water protection for the water jacket and exterior; 4) a top-to-bottom silencer system, starring underwater and relief exhaust mufflers as well as two-stage carburetor intake muffling; 5) a Hi-Lo twin-jet carburetor fuel control; 6) a master control tiller, adaptable to remote controls, which employs a synchronized throttle-spark control on its twist-grip handle; 7) a floating powerhead which separates the boat from the engine by the use of aircraft engine rubber mounting, and 8) a three-blade cast aluminum propeller with a serrated fish line cutter in the hub and a built-in slip clutch to cut down shearing of drive pins.

Reading from the left, the 25, 5 and 12 hp motors add sparkling beauty and performance to Buccaneer line by Gale Products.

The Gale publicity brochure refers to the electric-starting 25-hp. Deluxe, understandably enough, as "the king"; weighing 130 pounds (less tank), the motor's "majesty" is emphasized by its attractive appearance and quiet operation while performing within a speed range of 1½ to 30 mph.

With less than half the horsepower at their command, the trio of 12's is capable of pushing its craft from a slow-trolling 1½ to a top cruising speed of 22 mph. In the other five Buccaneer motors for 1957, the bore is larger than the stroke; with the 12-hp. threesome, however, bore and stroke dimensions are equal at 2¼".

Top speed of 12 mph. is claimed for the two motors of the 5-hp. class, both of which have piston displacements of 8.84 cu. in. with bore and stroke measurements of 1-15/16" by 1½.

Whereas the three 12's and the two 25's list gear ratios of 12 to 21, the Deluxe 5's is 15 to 26 and its Standard partner's 13 to 20. The former weighs 52 pounds and has a one-gallon gas tank capacity, whereas the latter weighs 46½ pounds and holds only 4/5 of a gallon.

The only one-cylinder motor in the Buccaneer brigade—the others are twos—is the 32-pound 3-hp. Deluxe, which will contain a maximum fuel load of a half-gallon and power its craft to a top clocking of 8 mph. Bore is 2⅛" by a 1½" stroke, and gear ratio is 13 to 22. The three smallest Buccaneers utilize two-blade semi-weedless aluminum propellers.

Also assigned descriptive space in the Gale Products catalogue are such Bo'sun accessories as an extra six-gallon fuel tank for 12- and 25-hp. Deluxe models; a remote six-gallon fuel system—complete with fuel pump, hose, and fittings—for the 5-hp. Deluxe and 12-hp. Standard, and the remote control setup fashioned for all Buccaneer motors except the 3-hp. Deluxe and the 5-hp. Standard.

For More Information Write No. 868 on "More Data Card"

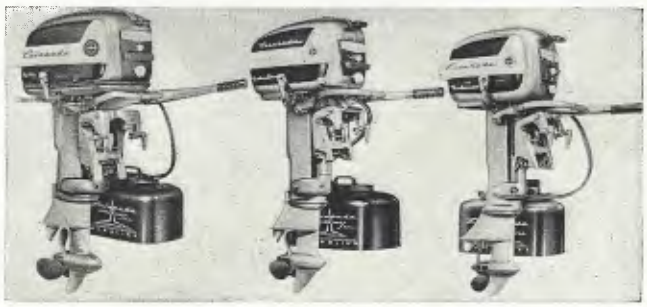
Evinrude

With one-third of its nine-motor line for 1957 composed of new 35-hp units, Evinrude Motors of Milwaukee, Wis., is responding to public demand for outboards which are at the same time more powerful but nonetheless portable and adaptable to trolling requirements.

Most notable among the "27 major and minor new features and refinements" being introduced in this year's designs are an automobile-type generator for the 35's and a slip clutch propeller whose redesigned rubber hub renders obstructions harmless to the blades and permits elimination of shear pin changing.

Designed by Milwaukeean Brooks Stevens, the Evinrude line retains its dominant "Evinrude blue". However, a new marine enamel for all colors will retain its gloss longer and resist salt water corrosion more effectively; panels are now charcoal, and the side wing has been changed from charcoal to aqua-white with the company name in subdued script superimposed.

As befits its role as style leader among the Evinrudes, the 35-hp electric-starting Lark is the most colorful with its aqua-white, gray, and chrome combination but "distinctively quiet" enough to blend with the pastels and two-tones of present-day hulls.



These three motors (l. to r.) the Big Twin, Electric Starting Fastwin and Fisherman are representative of Evinrude's nine motor line.

Advantages shared by the Lark and the electric-starting Big Twin include a new 12-volt starter motor which simplifies starting by developing greater torque and cranking ability; a completely-equipped generator kit which is optional with both and which steals a page from automotive design by facilitating quick charging of low batteries but—unlike its landlubber brother—prevents overcharging, and an all-new junction box which is prewired for installation and containment of a new 12-volt solenoid switch.

(Continued on page 248)

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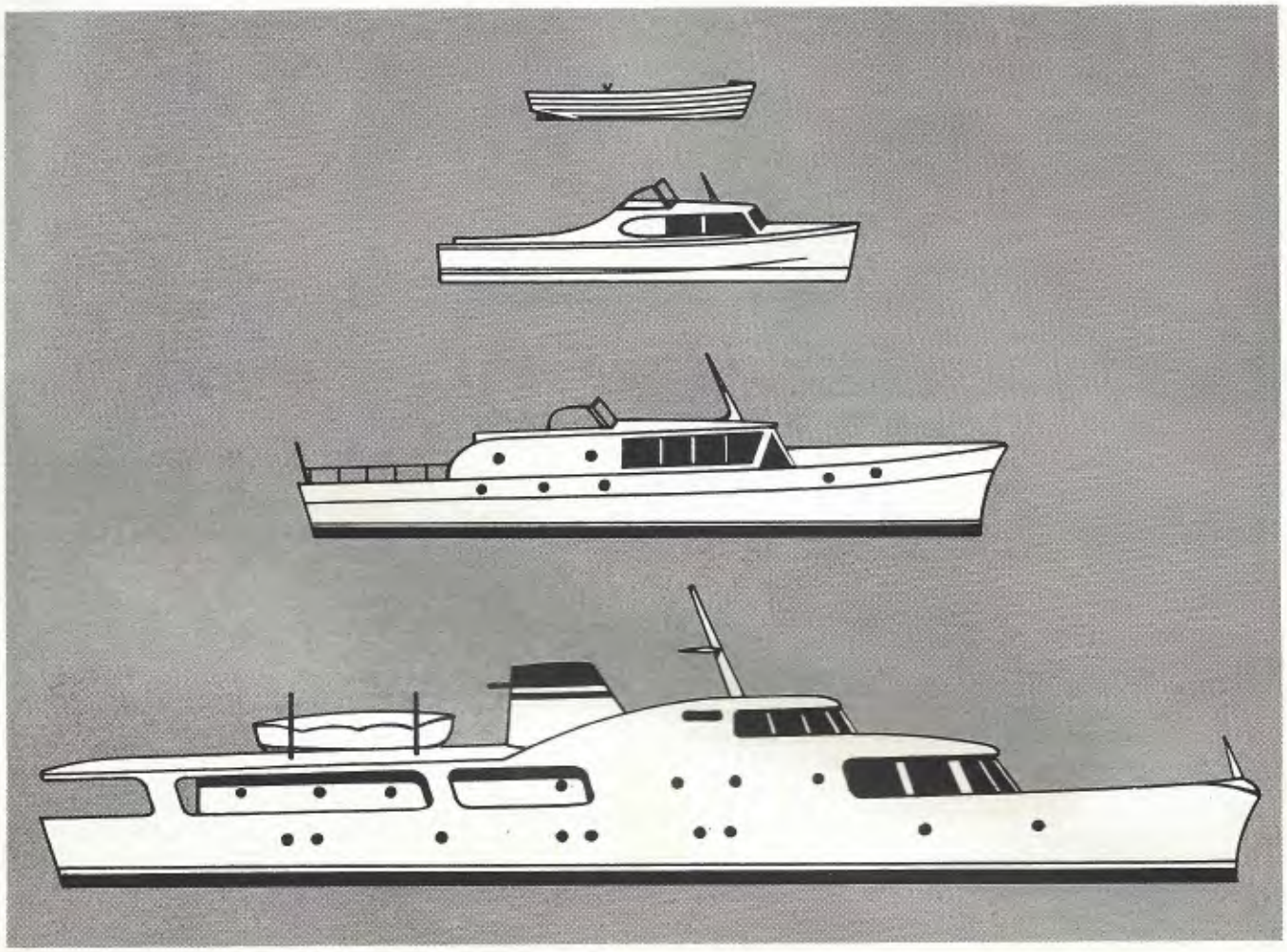

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More Data No., Southern Screw 113

EVINRUDE

(Continued from page 246)

The third 35—which, like its companions, was a 30-hp package in 1956—is the rope-starting Big Twin. All three boast a novel air silencer for increased power and more uniform carburetion; the slip clutch propeller with weed-cutter and a slightly higher pitch; an up-to-date pinion bearing permitting use of three anti-friction bearings, and top speeds above 33 mph.

Up from 15 to 18 hp. for this 58th year of the 20th century are the rope- and electric-starting Fastwins which now offer the idling stop arrangement formerly reserved only for the Big Twins. In addition, the electric version makes use of the Big Twin electric's 12-volt starter and choke and starter push-button panel, plus an electrical plug-in connector like—but smaller than—that featured on the 35.

Speeds in excess of 20 mph and trolling clockings below 1 mph are promised users of the 10-hp Sportwin, the sixth Evinrude to employ the idling stop; set at minimum position, the stop halts the engine by choking. Use with a wide variety of utilities and runabouts is offered by Evinrude as proof of the Sportwin's versatility.

The original quiet motor in the Evinrude line was the 7½-hp Fleetwin, and the '57 version weighs 59 pounds, hits top speed of 17 mph, and can be carried in a car-trunk. The restyled 5½-hp. Fisherman is a trolling-to-12 mph "natural" for larger prams; dinghies; canoes; rowboats; smaller utilities; sailboats, and—with a long shaft added—as auxiliary power for cruising sailboats.

Only motor in the line with integral tank is the "first of the truly quiet motors", the 3-hp Lightwin, which actually has a dual personality of sorts in that it is also marketed in camouflage colors and labelled the Duck-twin. The two-in-one motor, first to employ carburetor silencers, is equipped with weed cutters and slip clutch propeller and will realize speeds between 8 and 9 mph.

Not only is each motor in its lineup salt water-proofed and needless of freshwater flushing at any time during a season, but Evinrude feels it has so refined its aquasonic sound-proofing that the '57's are "the quitest motors possible".

The Milwaukee firm also manufactures such accessories as the Simplex remote control; cruiser fuel system, chrome pump, and steering handle kits, the latter for 35-hp motors only; a carrying handle for the Sportwin and Fastwins, and Cruis-A-Day fuel tanks in four- and six-gallon sizes.

For More Information Write No. 869 on "More Data Card"

Champion

The Champion outboard motor line for '57 produced by Champion Motors Co. of Minneapolis, Minn., is composed of just two models but all of the quality, performance and advanced design available today is included in both the Model 6N-D Sweet "16" which has an OBC certified rating of 16½ hp and the 6N-HR Hot Rod.

Turning an 8″ x 11″ three blade propeller, the Sweet "16" is capable of producing speeds up to 32 mph. Full control is offered by the forward, neutral and reverse control clutch of its power shift. With a gear reduction ratio of 14 to 24, this motor boasts a large 19.94 cu. in. displacement and a bore and stroke of 2½″ x 2-1/32″. This alternate firing lite twin motor has a total weight of approximately 58 lbs.

Without doubt one of the most important features of any outboard motor is the powerhead. Champion has a large bore combined with a short stroke. It is anti-frictionized and accurately balanced for high speed operation, says the manufacturer. The fuel system, too, plays an important part in the Champion's performance. Crankcase pressure operates its diaphragm-type fuel pump which provides fuel to the motor through a single pressureless line from a six-gallon remote cruising tank.

This is Champion's model 6N-D Sweet "16" with 16½ hp.

A floating power feature acts to divide power impulses from boat and steering handle and the powerhead is mounted in rubber. Another feature—co-pilot shock proof steering—easily holds a craft to a set course when the steering handle is released, say designers.

The power shift control clutch mentioned above is synchronized into its Magic Wand steering handle for perfect one hand control (said to be an exclusive Champion feature). Spark control is also synchronized with these shift controls in the steering handle, thus eliminating awkward reaching around the motor.

Other features of this year's Champion outboard motor include a constant pressurized oil bath-type lubrication for crankshaft, bearings, connecting rods and pistons; pivot bracket allowing full swivel—making it possible to swing the entire lower unit into the boat for inspection or replacement of the shear pin; automatic rewind starter; removable water-cooled high-compresion cylinder head; all die cast aluminum parts Alrok treated to prevent corrosion in salt water, and a streamlined lower unit to reduce water resistance and increase propeller efficiency.

While the Hot Rod model has the same piston displacement and bore and stroke, the gear reduction ratio has been changed to 14 to 19. Its weight, too, is somewhat less—approximately 46 lbs. Its fuel system operates from a special pressurized remote tank. Various other changes have been made within the motor to bring about an outstanding racing outboard motor in the BU Stock Class, assures the Champion firm.

For More Information Write No. 870 on "More Data Card"

Oliver

Presentation of a new two-piece 35-hp. motor with removable power head highlights the new product activity at the Battle Creek, Mich., headquarters of the Oliver Corporation's outboard motor division.

Oliver officials are contending that exhaustive research and engineering application have resulted in a '57 line which comprises "the only completely new outboard motors on the market" ranging from 5½ to 35 in horsepower ratings.

The Oliver 35 on the left, 15 center and 5½ on the right spark Oliver Corp.'s newest line.

(Continued on page 250)

Polar Kraft now offers you a full line of sleekly-designed, sturdily constructed aluminum boats . . . 30 models for your customers to choose from. Included are pointed-, square-, and semi-V-bows . . . sport and commercial types. There is a Polar Kraft boat for everyone, for every purpose . . . they are the boats your customers will really go for.

Write today for full details on Polar Kraft's attractive, profit-boosting dealer proposition. No obligation, of course.

FREE! Sales Aids

Descriptive brochures available in quantity to Polar Kraft dealers, with place for your own imprint.

Write Today To:

check these features

built into every Polar Kraft boat to insure customer satisfaction:

1. **Guaranteed** against defective workmanship and materials.
2. **Full Spray Rails** for greated safety, smoother performance.
3. **Aluminum Seats** provide greater rigidity, eliminate rotting.
4. **Styrofoam-filled Seats.** An extra safety feature that provides greater buoyancy and flotation.
5. **Light Weight** means easy handling, no damage to car tops.
6. **Bottoms Latex-coated** to provide safe footing, quieter operation.
7. **Water-Tested** before leaving the plant. Normal care means they will never leak.
8. **Reinforced Transoms** provide extra strength where it is needed.

See Us At The Chicago National Boat Show, Feb. 8-17, Booths 646-647-648-649

Polar Kraft

More Data No., Polar Kraft 114

OLIVER *(Continued from page 248)*

In an effort to achieve for its motors a natural, as opposed to an artificial, quiet, Oliver engineers introduced such noise-muting features as automotive-type poppet valves; special ball and roller bearings, each intended to perform a specific job; complete underwater exhaust; scientifically-designed intake baffles; six-point installation of rubber shear mountings, and sound-deflecting motor shrouds.

The automotive poppet valves, available only with the 35, are also said to provide extra torque power at low rpm and to effect savings in fuel usage. Their quieting tendencies are aided by resilient valve seats which operate on their anti-noise campaign using no air intake silencers.

Judged a success through its use with Oliver's 5½ and 15 motors, the Dura-Drive lower unit construction was made a part of the 35-hp outboard because said construction has made the larger motor easier to carry and less vulnerable to weather damage and theft.

The principle of the Dura-Drive embraces a reduction in moving parts, with the following announced results: maintenance reduction; longer life; less vibration; lighter weight, and a slash in fuel expenditures by reason of the fact that a greater proportion of the generated power winds up at the propeller where it does the most good.

Still further fuel savings are possible because the lower unit's swept lines contribute to greater stability, more efficient rudder action, and drag reduction.

Cold-weather starts shouldn't be such a bugaboo any more, in the opinion of Oliver experts, when the 12-volt electrical system is put to use. The system — standard equipment with the 35 but optional with the 15 — includes battery, generator, and a starter which has been converted from a two- to a four-field mechanism with faster turnover on frigid days its aim.

Available solely with Oliver motors is the Tilt-a-matic feature which enables the boater to increase or decrease the angle between boat and motor, even though the motor is purring full-throttle.

The front of the motor is the site of the Tilt-a-matic on the 5½-hp Oliver, but the 35's size requires a little more complex arrangement. To effect an adjustment, a boater need only slide out the spring-loaded knurled knob at the side of the motor, turn it in the proper direction, then allow it to return into one of 11 possible positions.

Among other equipment standardly assigned to all sea green-and-gull white Olivers are centrally-located controls and twist-grip controls for simultaneous determination of speed and direction when remote controls are not in use; Tend-a-matic fuel tanks, of six-gallon capacity with the 15 and 35 and half that size with the 5½, and full forward-neutral-reverse shifting systems without any holding linkage to impede their operation.

For special applications such as auxiliary cruiser power and commercial needs, lower unit extensions are manufactured for use with the 15 and 35.

For More Information Write No. 871 on "More Data Card"

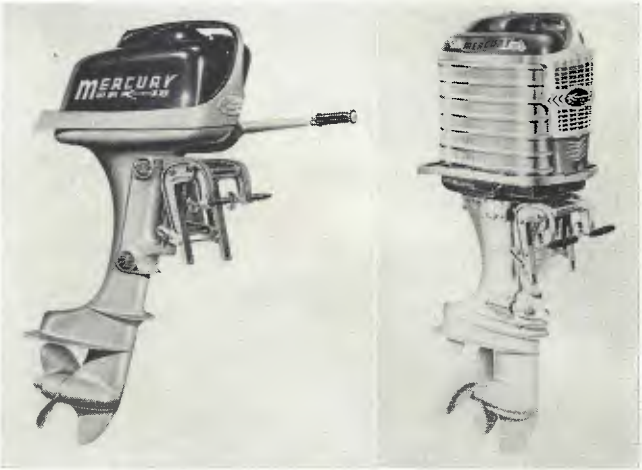
Mercury

At last an outboard motor which will truly "go like 60" has been developed . . . and it's the Mercury Mark 75, designed and produced by the Kiekhaefer Corp. of Fond du Lac, Wis.

Kiekhaefer officials believe the 60-hp. Mark 75 to be the most powerful outboard ever manufactured and expect it to obviate the need for double outboard installations on the transoms of big outboard runabouts.

Naturally, the powerful six cylinder-in-line motor is the largest star in the Mercury firmament, but—like all good productions—it has a co-star: the completely new Mark 10, "destined to become the favorite outboard of the fast-fisherman . . . (with its) super-slow trolling speeds and an estimated top speed of 26 mph."

The entire Mercury line consists of a dozen motors ranging from six to 60 in horsepower. Three of these are competition models: the Mark 30H, Mark 55H, and the Mark 75H.



Two new motors introduced by Mercury are the powerful six-in-line Mark 75 on the right and Mark 10 (left), a fast-fisherman with super-slow trolling speed.

Besides the 10 and 75, the other standard motors—working from top to bottom on the power scale—are the 40-hp. Mark 55 and 55 Electric; the 30-hp. Mark 30 and 30 Electric; the 20-hp. Mark 25 and 25 Electric, and the Mark 6, baby of the family at 5.9hp.

Allegedly rivalling a 12-cylinder, four-cycle V-12 engine in smoothness, the two-cycle Mark 75 is of modern short-stroke design for longer life. Its distinctive stainless steel cowl covers an engine—all die-cast—with a piston displacement of 59.4 cu. in.

All Mark 75's are electric-starting, though a manually-operated starter is included as a safety device. Its exclusive Mercury generator keeps a 12-volt battery fully charged while at the same time permitting the use of accessories like lights and horns which reportedly cannot drain the battery.

Simplicity is the keynote, for regulation of throttle, neutral, and direct reverse is centered in a single-lever remote control.

Like its big brother 'way up at the other end of the power category', the Mercury Mark 10 is easy to operate: the tiller handle controls forward-neutral-and-reverse positions and speed. And speaking of speed, the Mark 10's Speed-r-Troll switch is said to permit slow trolling all day through.

Other features which make the Mark 10 stand out are a deep buried exhaust, released through the propeller hub; load torque safety spring transmission to do away with shear pin grief; a one-piece removable cowl; a weedless lower unit, and a pick-up latch which facilitates safe launching by locking the motor in a tilted position.

Standard equipment with all Mercury motors of whatever size are anti-friction ball and roller bearings on every turning point within the motor; waterproof magnetos and spark plugs; unicast one-piece gear cases which seal the lubricant in and keep the water out, and a propeller safety clutch which eliminates the possibility of broken shear pins.

(Continued on page 254)

22-ft. Express Cruiser, 2-sleeper. Twin vee berths, fully enclosed toilet room, galley space. Outboards or inboards with engines to 105 hp; speeds to 29 mph.

22-ft. Express Cruiser, 4-sleeper. Dinette, optional toilet, galley. Twin vee berths forward. Outboard power, or inboards to 95 hp; speeds to 28 mph.

More value...
More quality features,
WITHOUT a high price tag!

NEW CAVALIER BOATS FOR '57

17-ft. Utility for fishing, water sports. Engines to 131 hp, speeds to 38 mph. Also available as a 15-footer. Engine: 60 hp; speed: 30 mph.

15-ft. Runabout. Double cockpit; sports styling. Engine: 60 hp; speed: 30 mph. Also available as a 17-footer. Engines to 131 hp, speeds to 38 mph.

PACKED WITH top-quality features, the kind you'd expect to find only on expensive boats, at prices that make even the most budget-conscious boating fan a prospect — that's the sales story of Cavalier Boats for 1957!

Get a load of this value: brass and bronze fastenings; inboards with positive cam-and-lever steering; running and anchor lights; engines, rubber-mounted; copper fuel and exhaust lines — all at *no extra cost!* These features, plus the fresh, new advanced styling, make a separate Cavalier franchise the most valuable franchise in the industry.

But hurry. Choice territories are still available. Fill out the coupon and mail it today for complete details on how you can profit from a separate dealer franchise on the new Cavalier line.

16-ft. Semi-Enclosed Sports Cruiser sleeps 2, toilet optional. Full-sitting headroom in cabin. Takes outboard motors from 15 to 70 hp.

19-ft. Sports Express, 2-sleeper. Outboards, or inboards to 95 hp, speeds to 30 mph. Dinette, galley, toilet optional. Wrap-around cabin and fly-bridge windshields.

Cavalier Boats
DIVISION OF CHRIS CRAFT CORPORATION

CAVALIER BOATS, ALGONAC, MICHIGAN

WORLD'S GREATEST VALUES IN LOW-COST BOATING

Cavalier Boats
Algonac, Michigan

I understand that the Cavalier Boats are a separate dealer franchise. I am interested in this new opportunity. Rush confidential information to:

Company Name _____
Address _____
City _____ Zone _____ State _____
(Signed) _____

More Data No., Chris-Craft Cavalier 115

Lifetime BILGE PUMPS

PAR Marine Pumps are known for *outstanding efficiency* and *trouble-free lifetime service*. All PAR Bilge Pumps are single action type of advanced design. They have only one moving part, eliminating the usual sources of wear and failure. They deliver a *full charge on every stroke* and, being friction-free, will pump *more water with less effort* than any other type of pump. PAR Pumps operate at full efficiency *in any position* — vertically, horizontally, at any angle — permitting mounting in the most convenient location.

All models of PAR Bilge Pumps, from the largest to the smallest sizes, have the same performance efficiency and quality of construction.

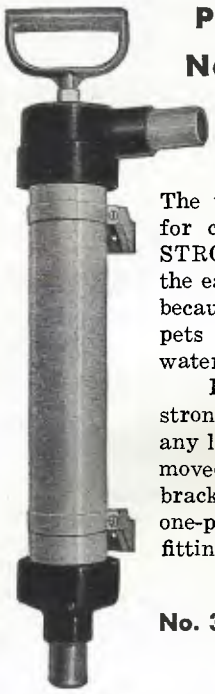
PETERS AND RUSSELL, Inc.
Springfield, O.

World's largest builders of HAND PUMPS

NOTHING TO CLOG, CORRODE OR WEAR • PAR Pumps have no ball valves or poppets to stick, no leather parts to wear or dry out. Made entirely of brass and molded neoprene, not affected by salt water, oil, gasoline; resists abrasion.

ALWAYS READY — NO COAXING, NO TINKERING • *Full suction on first stroke under all conditions*, even after months of non-use. Full floating neoprene plunger cannot dry out, never needs lubrication.

EASIEST OF ALL PUMPS TO CLEAN • PAR Pumps can be taken entirely apart and re-assembled without tools. No threaded joints, no gaskets.



PAR "SEA MASTER" Navy Type Bilge Pump

Overall length 24 inches.
Cylinder 2½"; 14" stroke.

The ultimate in big, heavy duty pumps for cruisers and work boats. ONLY 3 STROKES PER GALLON — three of the easiest strokes you have ever pumped because it's friction-free, and has no poppets or weighted valves to resist flow of water.

Fully adjustable Fibreglas brackets, stronger than bronze, permit mounting in any location or position. Pump can be removed from mounting without disturbing brackets or marring paint. Comfortable one-piece Fibreglas handle. Threadless fittings accept any standard 1¼" I.D. hose.

No. 3965 • $24.00
Weight 4½ pounds.

PAR "SEA MASTER" SHORT STROKE

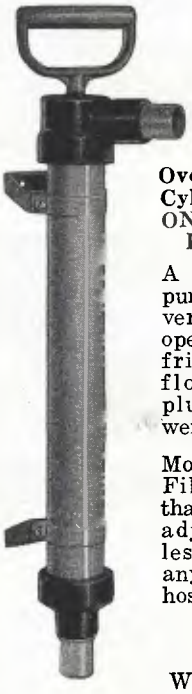
Overall length 16".
Cylinder 2½"; 6" stroke.
7 strokes per gallon.

A short version of the great PAR "Sea Master" for installation in limited space. May be mounted horizontally under seat or bunk, or at an angle next to seat. Pumps as much water as a long pump with less work, due to its ease of operation. You can pump 6 gallons per minute while *sitting down!* Threadless fittings take standard 1¼" I.D. hose.

No. 4002 with Straight Intake $20.00
Weight 4 pounds.

ALSO AVAILABLE WITH RIGHT-ANGLE INTAKE
For direct hose run to bilge strainer when pump is mounted at an angle or horizontally.

"Sea Master" Short Stroke Pump with R. A. Intake
No. 4003 • $22.00



PAR "SEA MATE" Navy Type Bilge Pump

Overall length 22½".
Cyl. 1¾"; 14" stroke.
ONLY 7 STROKES PER GALLON.

A large capacity pump that requires very little effort to operate, due to its friction-free, full floating neoprene plunger and large weightless valve.

Mounting brackets of Fibreglas, stronger than bronze, are fully adjustable. Threadless fittings accept any standard 1" I.D. hose.

No. 3745
$15.00
Weight 3½ pounds

PAR "SEA MATE" SHORT STROKE

Overall length 14½".
Cyl. 1¾"; 6" stroke.
15 strokes per gal.

A shortened version of the famous PAR "Sea Mate" pump for installation where space is limited. May be mounted horizontally under seat or bunk.

No. 3980 • $10.75
with Straight Intake.
Weight 3 pounds.

WITH RIGHT-ANGLE INTAKE
For direct hose run to bilge strainer.

"Sea Mate" S.S. with R.A. Intake
No. 3981 • $12.25

PAR "SEA MATE" UNIVERSAL

20¼" long
1¾" x 14" cyl.
7 strokes per gallon.

A fast action pump that out-performs any other type of pump of equal size. Delivers full suction on first stroke every time. All brass and neoprene, built for a lifetime of hard service. Comfortable Fibreglas handle. Threadless discharge fitting takes any 1" I.D. hose.

No. 3670
$11.00
Weight 2¼ pounds

SELL THE PUMPS WITH REAL MERCHANDISING APPEAL AND ALL THE PERFORMANCE FEATURES THAT BOATMEN WANT . . . SELL PAR, BEST BY FAR . . .

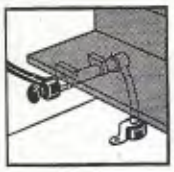
More Data No., Peters & Russell 116

The Only Complete Line of Modern Marine Pumps

PAR "SEA SCOUT"

The Small Boat Pump for UNDER-SEAT MOUNTING

Overall length 1 foot.
Clyinder 1¼" x 9".
27 short strokes per gallon.



The only small boat pump especially designed to mount *under the seat* where it is always handy, ready for use, but never in the way! May also be mounted under deck or in transom of outboard runabouts. Mounting brackets are Fibreglas, fully adjustable to fit any mounting situation.

Angled intake may be rotated for direct hose run to either straight or angled bilge strainer. Threadless fittings take any ½" I.D. hose.

No. 3835 • $5.80

Weight 1¼ pounds.

PAR "HANDY BOY" PUMP OUTFIT

Overall length 11¼".
Cylinder 1¼" x 9".
27 strokes per gal.

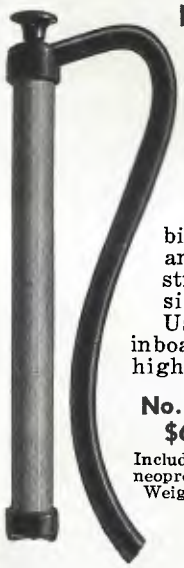
The BOY that does *more* than a man's job! Comes with instantly interchangeable fittings to: drain engine oil through dipstick hole, fill stove tank, scavenge water lines and traps for winter lay-up, prime motor driven pumps, remove pocketed water from bilges, etc. Transfers fuel faster, easier than siphoning or pouring, without splashing or dripping.

Outfit No. 3799
$7.25

Includes: 2 neoprene hoses $\frac{11}{16}$" x 36"; Semi-rigid draw tube ¼" x 25"; Semi-rigid draw tube $\frac{5}{16}$" x 25"; Neoprene intake adapter boot; Connectors for hoses and tubes. Weight 2 lbs.

"Handy Boy" comes in plastic bag for clean, shipshape stowage of pump and all fittings.

PAR "EVERY-READY" BILGE PUMP



16½" long.
1¼" x 14" cyl.
15 strokes per gal.

An ideal pump for runabouts, small sailboats, outboards. Stows easily but gives big pump performance. Will jet a solid stream of water over side of small boat. Use discharge hose in boats with high sides.

No. 3760
$6.75

Includes 5 foot neoprene hose. Weight 2 lbs.

"EverReady" comes in plastic bag for clean, shipshape stowage of pump and hose.

PAR "LITTLE PAL" UTILITY PUMP

9⅝" long.

An unusually efficient, small utility pump for dozens of scavenging, draining, and liquid transfer jobs. A fine dinghy pump. Wonderful for fishermen—it fits in tackle box.

No. 4060
All brass and neoprene,
$4.25

No. 4050
With steel cylinder,
$3.50

Both include ¼" x 25" draw-tube and 24" extension hose, in plastic stowage bag.

PAR "HUSKY" DOCK-SIDE PUMP

21½" long; 1¾" diam.
7 strokes per gallon.

The *instant action* harbor pump with the same ease of operation as PAR Bilge Pumps.

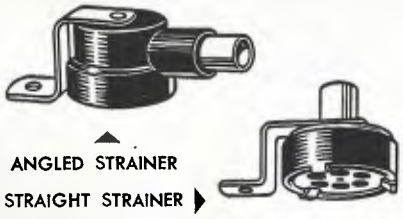
All brass and neoprene, with Fibreglas handle and stirrup base.

No. 3750 • $25.00
with 2 hoses ¾" I.D. x 5 ft. Brass screw-on fittings. Non-clog neoprene intake strainer. Weight 6½ lbs.

BILGE STRAINERS for all Mounted PAR Bilge Pumps

PAR Bilge Strainers are molded of lifetime neoprene. They are non-clogging, having no metal screens to accumulate debris. Equipped with brass hold-downs for fastening in bilge. All hose connections are threadless slip-on type.

Choose either the *Straight* or *Angled* style for most direct run of hose from pump to strainer connection.



For "Sea Master" Pumps—1¼" I.D. hose fitting:
Straight .....No. A-3974....$ 3.50
Right-Angle ...No. B-4028....$ 4.50

For "Sea Mate" Pumps—1" I.D. hose fitting:
Straight .....No. A-3746....$ 2.00
Right-Angle ...No. B-3744....$ 3.00

For "Sea Scout" Pump—½" I.D. hose fitting:
Straight .....No. A-3688....$ .75
Angled .....No. A-3733....$ 1.00

ASK YOUR JOBBER ABOUT THE PAR LINE, OR WRITE FOR INFORMATION AND DISCOUNTS:
PETERS AND RUSSELL, INC., 513 WEST LIBERTY STREET, SPRINGFIELD, OHIO

More Data No., Peters & Russell 116

MERCURY *(Continued from page 250)*

All models except the Mark 6 can count on the corporation's Dyna-Float suspension to isolate their vibration and noise from the boat and to cut down the strain on boat transoms.

For More Information Write No. 872 on "More Data Card"

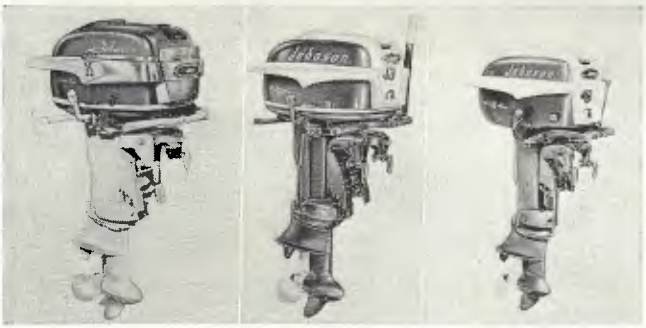
Johnson

Three electric-starting motors are included among the nine-model line offered for 1957 by Johnson Motors of Waukegan, Ill., and they are distinguished by horsepower increases over '56 versions and plug-in wiring connections to simplify installation.

In addition, the merits of the automatic slip clutch have been incorporated into the six largest Johnsons after having served the smaller motors for some time; the clutch shoves bothersome shear pins out of date, and an edged section of each motor guarantees propeller shafts won't become fouled in fishlines.

Last year the 30-hp motor was one of Johnson's big announcements; this year, however, it has been replaced by a 35 in its three variations—the manual and electric-starting standards and the custom-styled deluxe version of the electric-starter dubbed the "Golden Javelin".

A manual- and electric-starting 18-hp pair has been inserted by Johnson officials in place of the 15's of a year ago, and the "fisherman's foursome" of the Sea-Horse brigade—the 10, 7½, 5½, and 3—are back in improved, though not significantly altered, forms.



Three outstanding performers in the '57 Johnson line are (l. to r.) Golden Javelin, Sea-Horse 35 and the Sea-Horse 18.

Reddish holiday bronze with stepped-up use of white trim is the color scheme of eight '57 Johnsons, but the Golden Javelin—living up to its name and reputation as the nonpareil of the family—is styled to catch appreciative eyes with its all-white lower unit, iridescent gold, line-emphasizing black and additional chrome.

The Javelin's controls are hidden by a chrome front —which may be inscribed with the owner's initials— but they are easily reached with a flip of the hinged section.

Both the Javelin and the standard electric-starting 35 are pre-engineered for swift and uncomplicated installation beneath their hoods of the new peak-charge "Power Master" generator which is reputed to charge fast and maintain operating current for a completely electrified craft.

The manual-starting 35, as the result of its new compression—relief system, requires considerably less tug on the rope to get it perking . . . it is claimed, as a matter of fact, that the effort required is comparable to that formerly needed to start about a 15-hp motor.

The trio of 35's is equipped with the Waukegan concern's fuel-saver setup, described as an automatic spark control which—at planing speed—knocks approximately 20 per cent off fuel consumption. Its piston displacement is 40½ cu. in.—as compared with some five cu. in. less in the 1956 30-hp. motor and its propeller pitch is 13½".

Equipment common to the three 35's and the two 18's includes the fully-removable Johnson "up-and-off" hood; gear shift; snap-on remote control fastenings, and full silencing apparatus. At 22 cu. in., the piston displacement of the Sea Horse 18's is nearly two inches larger than that of last year's 15-hp. duo, and propeller diameter and pitch are ¼" larger than the '56 edition.

Of the fishermen's models, the 10, 7½, and 5½ may be operated either by hand or by remote controls and have full range gear shift; separate plug-in fuel tank; suspension drive silencing; fully removable snap-on hood, and twist grip throttle.

Among accessories available from Johnson are the Ship-Master remote control; Fuel-Master fuel pump kit for 18- and 35-hp motors; a heavy-duty, abrasion-proof water pump for 5½- to 35-hp motors, and a dashboard control plate for twin-engine installations.

For More Information Write No. 873 on "More Data Card"

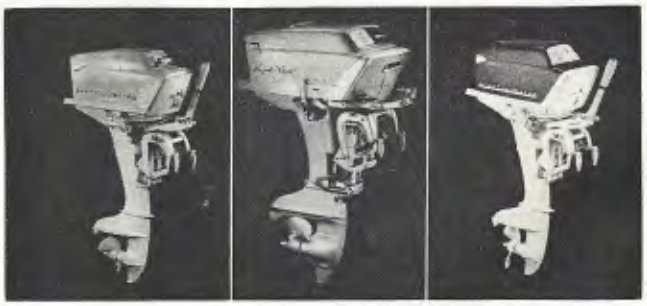
Scott-Atwater

Little need be added to the news that the nine Scott-Atwater outboard motors for 1957 have been designed by Raymond Loewy Associates, Inc.; their appearance is daring and imaginative in keeping with the reputation Loewy has earned.

But that isn't the only improvement being trumpeted by the Scott-Atwater Manufacturing Co. from its Minneapolis home base: it asks consideration as well for the unusual color combinations and stepped-up horsepower of its line.

The 33-hp category of 1956 has become the 40-hp trio of this year . . . a trio which includes the aristocratic Royal Scott; and electric-starting and non-electric 16 are next in line; then come—in descending order —the 10, 7.5, 5, and 3.6.

Scott-Atwater spokesmen described the platinum-and-gold Royal Scott as a limited production model, but add shrewdly that it is limited "only by the number of outboarders who want highly distinctive equipment".



The Scott-Atwater 10 (left), 7.5 (center) and 40 hp Royal Scott (right) show bright new designing and color schemes of company's 1957 outboards.

Besides sharing with the standard electric and non-electric 40's their normal equipment, the Royal Scott boasts such exclusive items as turn-key starting without priming; a plate for engraving the owner's name; an automotive-type electric fuel pump which allegedly achieves fuel savings up to 34 per cent, and a speed control dial on the powerhead in place of the usual twist grip speed control.

The Royal Scott and its fellow electric-starting 40 are improved to the tune of a 12-volt electrical sys-

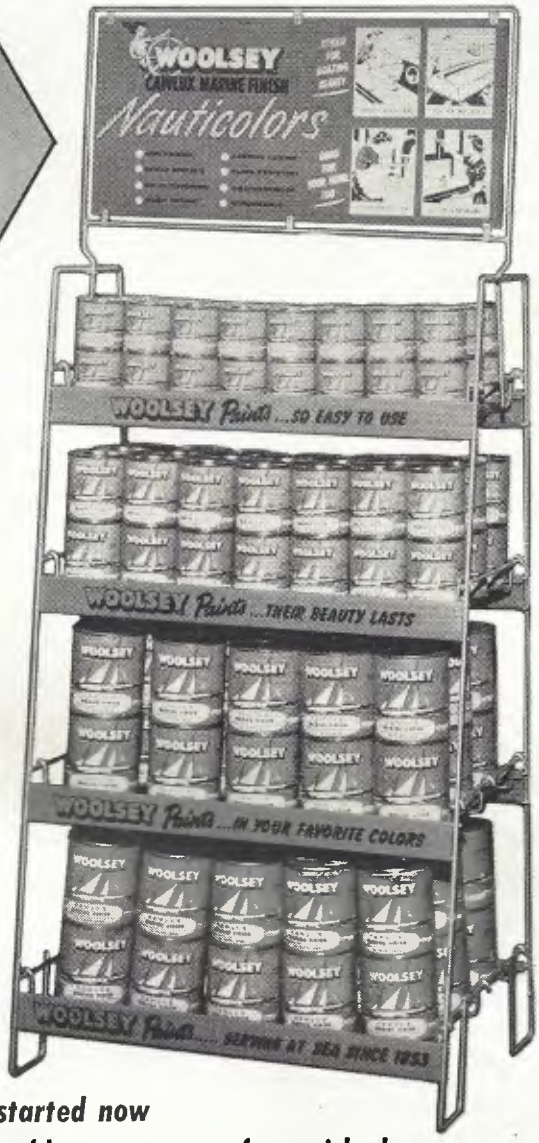
(Continued on page 256)

WOOLSEY DOES IT AGAIN

WITH THIS ONE-TWO PUNCH FOR EASY MARINE PAINT SELLING WITH FASTER PROFITS AND TURNOVER

THE FAMOUS WOOLSEY "AUTHORIZED DEALER" RACK DEAL

FREE!
DISPLAYS AND SELLS IN LESS THAN 3 SQ. FT. FLOOR SPACE



NEW FOR '57! WOOLSEY SPECIALTIES RACK DEAL

FREE!
TAKES LESS THAN 2 SQ. FT. OF COUNTER SPACE

This assortment includes a variety of compounds, filler stains, removers, preservative, etc., in popular needed sizes, none larger than a quart. The dependable Woolsey name on every product assures the boat owner top quality and performance. The *free* steel rack is intended for counter use, but may also be used to make an imposing floor display. All this for less than $50 dealer cost, with big, double-your-money profit!

Get started now
...double your money fast with the

Woolsey "Authorized Dealer" Rack Deal

A complete, balanced selection of Cawlux "Nauticolors" and Colorants, Primers, "Cawspar" Varnish, Bottom Paints —a few each of just the *best selling* colors and sizes in these *fastest moving* products at popular prices... all for a *low, low* investment of about $350.

The big steel floor rack is free... and that's not all! You get many free merchandising aids—decals, color cards, stirring paddles, product leaflets, 40-page "How To Paint Your Boat" booklets, banners, displays, etc.

Write or Wire Today for Complete Details

C. A. WOOLSEY PAINT & COLOR CO. INC., Box 4, Grand Central P. O., New York 17, N. Y.
BROOKLYN, NEW YORK • PLYMOUTH, NORTH CAROLINA • JACKSONVILLE, FLORIDA • HOUSTON, TEXAS

More Data No., Woolsey 117

SCOTT-ATWATER *(Continued from page 254)*

tem with a generator, while both they and the non-electric 40 make use of higher compression ratios; bigger exhaust and intake ports; new reed boxes; silverplated bearing cages on the connecting rods; redesigned fuel pumps; stronger and lighter boat brackets; automatic bailers; complete shifts; separate fuel tanks, and remote control connections.

Newly-styled carrying handles and novel starting knobs distinguish both the electric and manual 16's, and the 10-hp Scott-Atwater has been totally redone to include better carburetion; new main adjustment, starter, and idle knobs, and a new carburetor silencer.

With the exception of the Royal Scott, all 1957 Scott-Atwaters sport white lower units, and the 5- and 3.6-hp. entries have blue-green hoods. But what a choice is available in the remaining sextet!

Hoods are available in five colors: red, white, mahogany, blue-green, and gray so that blending of motor to boat colorwise is less of a problem. Made of sound-smothering Fiberglas, the hoods are interchangeable for few-second removal and are stocked by the company's dealers for speedy replacement.

The new carburetor silencer and main adjustment, idle, and starter knobs which grace the 10 are also features of the up-to-date 7.5, along with increased compression. As for the 5, its hood has been refashioned and it is said to be more easily handled by addition of a tilt stop, and the 3.6-hp "baby" is dolled up with new steering and carrying handles and improved carburetion.

Company President H. B. Atwater feels the '57 line answers the public's demands for effective combination of style and performance in its outboard motors . . . from the little 3.6 to the super-deluxe Royal Scott which is "aimed at the very top of the market.

For More Information Write No. 874 on "More Data Card"

Neptune

Growing in popularity as a favorite fishing and family outboard, the Neptune Mighty Mite manufactured by the Muncie Gear Works, Inc. of Muncie, Ind. established a sales record for small motors during the past year.

The popularly priced Mity Mite develops 1.7 hp and weighs just 17 lbs. Because of this the unit is very easy to handle by the women and children in the family. It is also ideal for the sportsman to convey to his favorite fishing or hunting spot by train, car or plane, says the company.

This Neptune Mighty Mite supplies definite demand.

Described as a fine companion to larger motors, the powerful Mity Mite has mechanical features which include such items as an aluminum semi-weedless propeller, underwater exhaust, moisture-proof magneto, centrifugal pump cooling system and an automatic, non-flooding automotive-type carburetor by Tillotson. Its quality workmanship also includes special self-lubricating Amplex Oilite bearings, aluminum alloy two-ring pistons and bored and honed aluminum alloy cylinders.

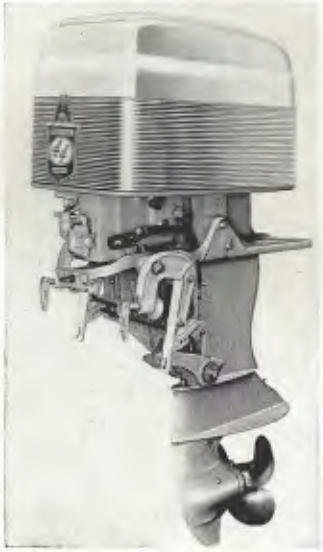
Added to any present line of outboard motors which a dealer is carrying, the Mity Mite will supply a definite demand, firm heads report. For restricted lakes where larger motors are forbidden, as a second or companion motor, for use with dinghy, canoe or sailboat, an ideal trolling motor for fishing and just about any other use, "economy minded" buyers by the thousands are taking advantage of the opportunities which ownership provides.

For More Information Write No. 875 on "More Data Card"

Fageol "44"

Outboard boating enthusiasts are taking to the new Fageol "44" outboard motor, introduced to the trade only a year ago, in such numbers that factory production is being kept in full swing to supply the heavy demand. This fact is evidenced by the steadily increasing number of these outboards being seen on America's waterways today, says Fageol Products Co. of Kent, Ohio.

This year's Fageol "44" features a new streamlined hood and a number of mechanical changes which the manufacturer says will improve both performance and economy. The motor is a 35 hp, four cylinder in-line, four-cycle outboard which weighs 190 lbs. Fuel savings with the use of this model is claimed to be 50% greater, the company reports.



Streamlined hood and many mechanical changes offered in 1957 Fageol outboards.

An outstanding feature of this outboard is the patented "One Arm Bandit" remote control. This feature makes possible the shifting of gears and accelerating (both in forward and reverse) by the simple use of a single lever which the manufacturer says makes piloting a boat easier than driving a car.

The motor operates with a maximum of 5500 rpm. Its 2½" x 2¼" bore and stroke provide a piston displacement of 44 cu. in. It is equipped with dual carburetion with the ignition sparked by a 6-volt distributor which is directly coupled to the camshaft. A 6-volt electric starter provides instant starting of the "44". Oilite, needle and tapered roller bearings are located at strategic points in the lower unit.

Rubber mounts and underwater exhaust with water circulating through the exhaust provides excellent silencing of the motor, it is claimed. Beveled gears provide a ratio of 1:63 to 1, making possible a speed range of ½ mph to over 30 mph. The motor turns a 10" x 11" propeller. The height above the transom is 20-5/8" while the depth below the shaft is 29¼".

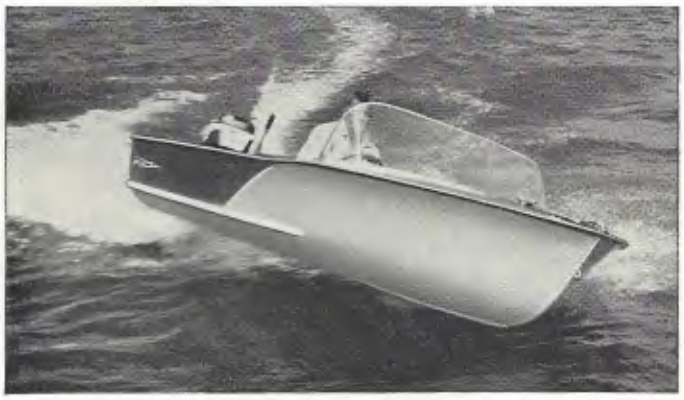
For More Information Write No. 876 on "More Data Card"

Dragonfly

Dragonfly, the above-water outboard manufactured by Robertson-Hedges, Inc., Kansas City, Mo., sports a new look for 1957.

(Continued on page 260)

Want comfort like this...



at speeds like this?

Even at racing speeds, you'll enjoy amazing comfort in your 1957 PM FLYING CLIPPER

When you open the throttle on a 1957 PM Flying Clipper, you'll wonder what happened to the customary pounding at the bow. Here's exactly what happened. PM's unique "Flex Ride Action" allows full play to the natural resilience of the birch plywood hull, strengthened by a sturdy keelson and two full-length sister-keels. And with "Side Suspension Seating," there are no seats or bulkheads to impair resilience. Shocks are absorbed to a degree that will amaze you!

All this spells greater safety, too. And the new 1957 PM Flying Clippers, in their tasteful color combinations, still offer welcome freedom from maintenance worries. There's never a need for caulking or puttying. Ask your PM dealer to show you sportsmen, sport fishers, runabouts and cruisers. . . in four popular lengths and in standard, deluxe and custom finishes. You'll find Flying Clippers "the greatest value in the small boat field."

Dealers: PM Flying Clippers are top performers in sales, too! Write for name and address of your distributor.

PM BOATS

See us at the NEW YORK BOAT SHOW
Booth A4 - - January 19-27
and at the CHICAGO BOAT SHOW
Booths 536 & 553 - - February 8-17

PRECISION MARINE COMPANY
Morgan Street—west of Lincoln, Phoenixville, Pa.

More Data No., Precision Marine 118

It takes off fast—*in April.* It picks up speed as it goes —*May and June.* It's PLAYDAY, USA, Alcoa's promotion designed to sell boats, outboard motors and sporting goods made of aluminum.

Beginning in April, and continuing through June, Alcoa® will boom PLAYDAY, USA, with SIX pages of advertising *in each* of these 3 leading sports magazines.

SPORTS AFIELD—APRIL
FIELD & STREAM—MAY
SPORTS ILLUSTRATED—JUNE 10

Alcoa will feature marine equipment and sporting goods made of aluminum on the June 9 and June 23 telecasts of the "ALCOA HOUR."

This is your invitation to join Alcoa in pro-

More Data No., Aluminum Co. of America 119

moting your products through PLAYDAY, USA. Just fill in the coupon and we will send you the PLAYDAY kit of display material for your windows and inside store displays—colorful banners, pennants, price tags, ad reprints, magazine covers, etc. These will identify your store with the national program and make PLAYDAYS, paydays for you.

ALUMINUM COMPANY OF AMERICA, Pittsburgh 19, Pa.

Playday, USA, Headquarters
Aluminum Company of America
1622-A Alcoa Building
Pittsburgh 19, Pennsylvania

Please send me FREE PLAYDAY, USA, display kits.

Name_____

Store Name_____

City_____ State_____

More Data No., Aluminum Co. of America 119

DRAGONFLY

(Continued from page 256)

The 4 hp air-drive outboard which pushes boats through shallow, obstructed water works as well in winter on ice sleds and Robertson-Hedges is offering two Ice Queen sleds which are said to be capable of controlled 40 mph speeds with two adults aboard.

Four horsepower Model 80 provides cruising of shallow waters.

The new look in Dragonfly outboards starts at the bottom with a sleek transom mount designed to give greater strength as a supporting platform for a restyled pusher propeller. Rubber mounts minimize vibration, which the manufacturer expects will appeal to sportsmen using aluminum boats and canoes.

There's a new quick-release clamp on Dragonfly's removable safety guard for ease of handling and greater portability. A new air silencer is featured on both Dragonfly models for 1957.

Model 47 weighs 38 lbs., has a 2 hp air-cooled motor. Model 80, the 4 hp Dragonfly for boats and ice sleds, weighs 54 lbs. Speeds, says Robertson-Hedges, are comparable to screw-type outboards of the same horsepower.

The 1957 Ice Queen sled has a windbreak front, steering wheel, to bucket seats, controls and a drag brake. Shipping weight is approximately 100 lbs. It features a wide transom model for dual Dragonfly installation.

For More Information Write No. 877 on "More Data Card"

Sixteenth Annual Miami Boat Show Meets Growing Year Around Market

TIMED FOR THE PEAK of the lush Gold Coast winter season in a growing year 'round market, the sixteenth annual Miami International Boat Show Feb. 22 through 27 at Dinner Key Auditorium also figures to draw increasing Latin American participation.

J. Frank Knorr, president, said invitations are expected to attract outstanding yachting and marine industry leaders from several Latin American republics to the south.

"These are in addition to a stepped up advertising and promotional campaign in Pan American countries as well as in the United States," he pointed out.

Special interest already registered from Cuba, Venezuela and Puerto Rico indicates additional bi-lingual guides will be required to work with exhibitors and show-goers.

According to Peggy Leyshon, the show's executive director, the list of exhibitors already reads like "Who's Who" among leaders in most phases of the boat, engine and accessories industries. Display space has been expanded by 27,000 square feet through the purchase of a special tent attached to the auditorium.

The 1956 marine exposition drew a record attendance in excess of 98,000.

Last minute information can be obtained by wiring, phoning or writing to the Miami International Boat Show, 615 S. W. Second Ave., Miami 36, Florida.

West Bend

Officials at the West Bend Aluminum Co. in West Bend, Wis. are literally popping their collective buttons these days, the latest word from its headquarters reveals.

The one big reason for all of this activity comes with the announcement of its new big five motor line of outboard power which it is introducing for the 1957 season. Along with bigger horsepower, bright new color combinations are included in these new developments by West Bend.

(From left to right) These 12, 6 and 30 hp outboard motors combine brilliant performance and color designs for '57.

Included in this fleet of five outboard motors are the 30, 12, 8 and 6 hp deluxe models. The fifth motor in the line is a small 2 hp motor which has aptly been named the "Shrimp". The new color schemes on the deluxe models spoken of above consist of a Jamaica Tan lower unit with a choice of Indian copper, sun yellow, reef gray or Jamaica tan snap-on fiberglas hood. Three-toned plastic medallion on these motors complete the styling. New names have been added, too, like the 30 hp Shark, 12 hp Barracuda, 8 hp Muskie and the 6 hp Pike.

The Shark is available with either manual or electric starting with a 12-volt battery. A blue light signals when the battery is charging. Another feature of this new "30" is a spring-loaded throttle providing positive action and control through the handle or by remote control for maneuvering and docking. Other features of the Shark include such extras as an improved vacuum-feed fuel system which eliminates pressurizing the separate fuel tank. This incorporates a non-mechanical diaphragm-type pump which operates off the engine crankcase. It is said to be doubly safe because no fuel is fed to the engine when it is not running.

Featured on all of the new deluxe models is a full-view dashboard with grouped starter, throttle, choke and shift controls. An indirect pull starter with six-to-one reduction is in a low level position providing easier starting without tilting the motor.

The smallest motor, the 2 hp "Shrimp", is being featured as a children's motor and as an auxiliary motor for sailboats and shallow fishing. The 29-pounder is air cooled and will run for two hours on its own self-contained fuel supply. It has an Indian copper and Jamaica tan color scheme.

For More Information Write No. 878 on "More Data Card"

Ryerson Joins Sparkman & Stephens Firm

ROBERT E. RYERSON, a member of the New York Yacht Club and graduate of Cornell University, is now associated with Sparkman & Stephens. He will open an office for the well-known firm of New York naval architects and yacht brokers in the Connecticut River area early this spring.

Greater than Ever!

The New 1957 ALUMA Craft

TAKE the new 1957 Aluma Craft *Streamlined* designs . . . new sweeping flared bows and swift moving hull lines. Assuring smooth, dry performance.

TAKE the new 1957 Aluma Craft *Stronglined** construction. Scientifically placed stiffeners and interlocking parts, reinforce accurately pre-formed hull.

*TM Registered

CHOOSE a new 1957 Aluma Craft for fine performance and sleek beauty. Choose it for ease of handling and ease of transport.. no painting, no up-keep. Choose Aluma Craft.

An Aluma Craft for Every Need

Big, wide, deep, roomy boats for the new bigger motors . . . perfect for water skiing. Fast planing models for speed enthusiasts. All-purpose boats for family and fishing and special purpose cruiseabouts, runabouts, hunting boats, and canoes for those with special needs. Send for new catalog showing all 17 models.

ALUMA Craft BOAT COMPANY

2603 27TH AVENUE SO., MINNEAPOLIS, MINNESOTA

MARINE DEALERS: *FOR INFORMATION REGARDING THE ALUMA CRAFT SALES PROGRAMS AND FRANCHISES PLEASE READ THE FOLLOWING PAGE.*

The Advantages and Profits of an ALUMA Craft Dealer

Reports from our Aluma Craft dealers indicate their satisfaction with both the *product* they sell and the *profit* they make.

THE PRODUCT IS RIGHT.

Every one of the 17 Aluma Craft models is designed to include a maximum of desirable features. Every Aluma Craft is properly manufactured to insure outstanding performance and owner satisfaction. Aluma Craft boats have earned the respect of the industry.

THE PROFIT IS RIGHT.

We have noted with pleasure the year-to-year increase in the sales and the profits of our individual dealers. The consumer's acceptance of the basic value of Aluma Craft boats has been, and will continue to be, maintained by the quality of the product plus aggressive sales and advertising programs which assure a sound price and profit structure.

In a few areas we have not located dealers of the desired stature. We will welcome inquiries from dealers in these territories.

ALUMA CRAFT BOAT COMPANY
2603 27th Avenue South, Minneapolis, Minnesota

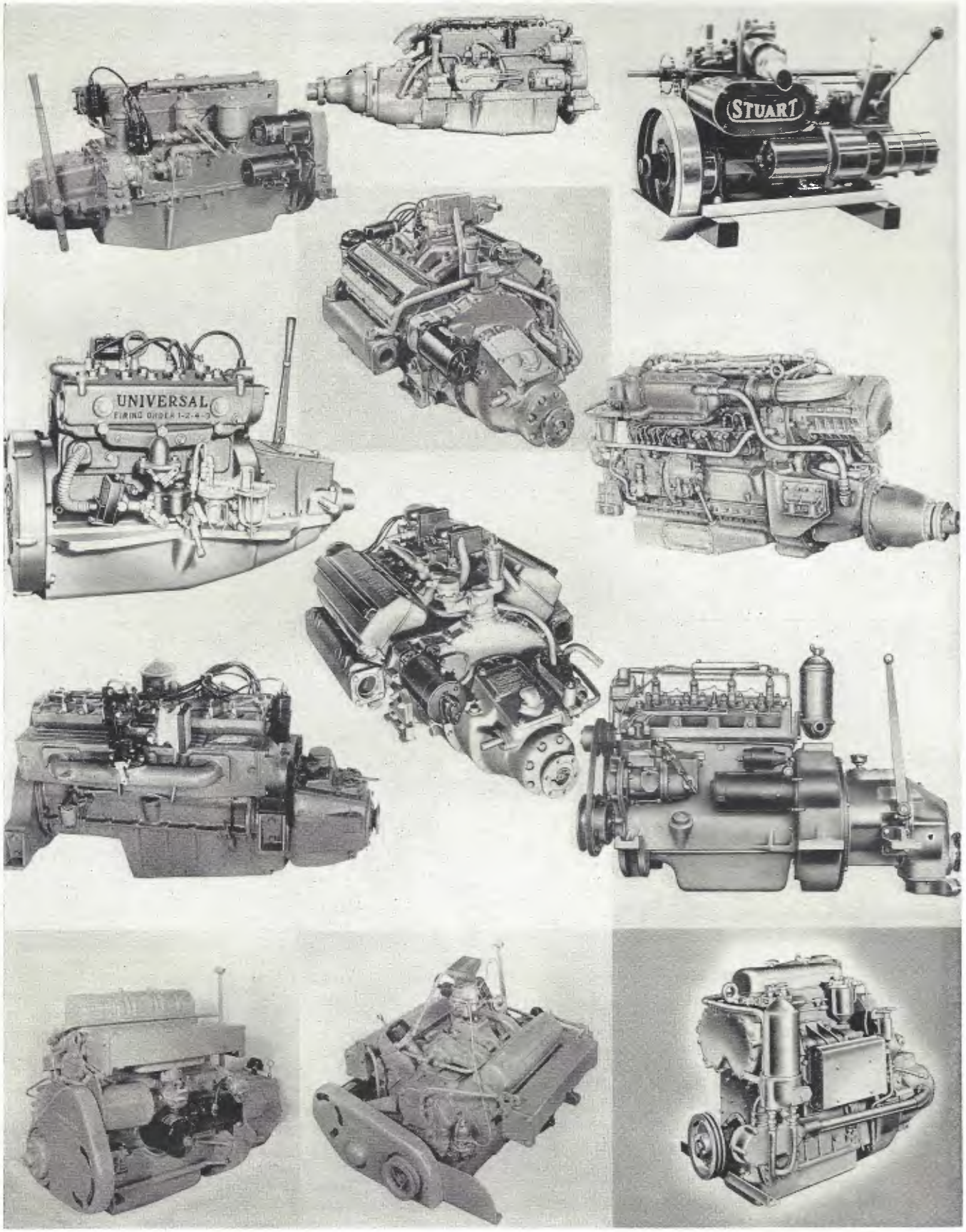
Please send complete information on Aluma Craft boats and the Aluma Craft dealer franchise.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

ALUMA Craft
BOAT COMPANY
2603 27th Avenue South, Minneapolis, Minnesota



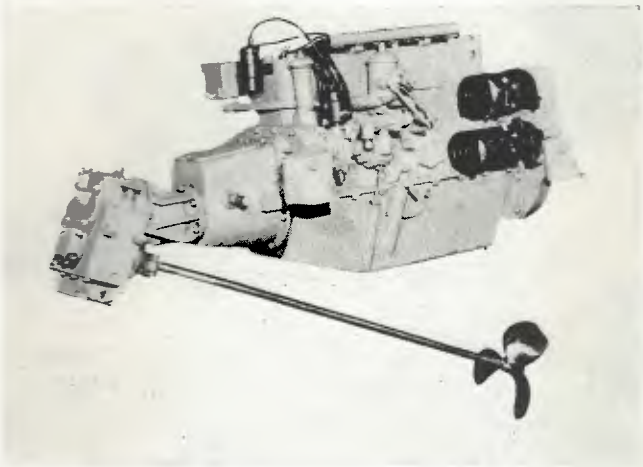
1957
THE YEAR FOR NEW ENGINES

Universal

Continuing development of its Aqua-Pak series — "the biggest news in small boat power in 25 years" — the Universal Motor Co. of Oshkosh, Wis., has added a 100-hp. model to the line and plans even further expansion during 1957 in response to a gratifying public demand.

There are now four compact V-drive models in the Aqua-Pak group, the others being 25-, 65-, and 145-hp. sizes. Stern installation in compact spaces of the four-cycle Aqua-Paks converts any boat 15′ and up into a virtual inboard, says Universal.

Capable of delivering greater speeds with decreased fuel expenditure, the Aqua-Pak quartet is equipped completely during factory manufacture with such items as push-button starting and marine type generators.



Called Model OKVD, this Aqua-Pak V-Drive engine by Universal Motor Co. develops 100 hp.

In its regular marine engine line, Universal features seven sixes. The two youngest members of the six-cylinder family, the 100-hp. Explorer and the 110-hp. Master Six — which, with the 60-hp. Bluejacket Six, are recommended for use with light, heavy, and auxiliary boats — will undergo stepped-up production this year to satisfy a resounding demand.

Both measure only 40¼″ overall, the Master Six weighing less than 700 pounds and displacing 237 cu. in. and the Explorer Six displacing 230 cu. in. and featuring near-equality between bore and stroke. The former is available with shaved timing gears, helical cut, and seven-bearing two-plane balanced crankshaft, the latter with rubber mountings and hydraulic reversing gear.

Designed for use with light and medium craft and cruisers are the remaining sixes: the 90-hp. Cruiser Six; 110-hp. Sea Lion Six; 130-hp. Super Six Stevedore, and 145-hp. Super Six Commodore.

Power and economy improvements on the Supers, both of which have piston displacements of 340 cu. in., have been effected, and standard equipment includes 12-volt ignition; seven-bearing, precision-balanced crankshafts; full-length water jackets, and exclusive hand sump pumps.

The four-cylinder quintet numbers among its members the versatile work-horse of the Universal family the refined Super Four, with its 50 hp., 3¼″ bore by 4½″ stroke, and 149 cu. in. piston displacement. Allegedly capable of indefinite operation at low rpm., it is available with forward and clutch and power take-off for fishing and workboat services.

Less than 32″ long is the largest four, the 65-hp. Unimite Four; displacing 141 cu. in., it presents a three-bearing, precision-balanced crankshaft; full-length water jackets; built-in hand sump pump; oversize reversing gear, and hushed operation to its user.

Cast of chrome-nickel alloy iron to resist corrosion is the 45-hp. Blue Jacket Flexifour, with bore and stroke dimensions of 3″ by 3½″ and cubic inch displacement of 99.

Both the Atomic Four and the Utility Four produce 25 hp., the former — at 314 pounds and 26″ in length — described as the only 100 per cent marine four in the 65 cu. in. displacement class and the latter displacing 95 cu. in. and available in both direct and reduction drive models with either battery or magneto ignition.

The remaining entities in the Universal marine engine line are the 8-hp. Fisherman Models WM and WMG in the single-cylinder class and the 12-hp. Blue Jacket Twin Models AFT and AFTL, both of which list piston displacement of 50 cu. in.

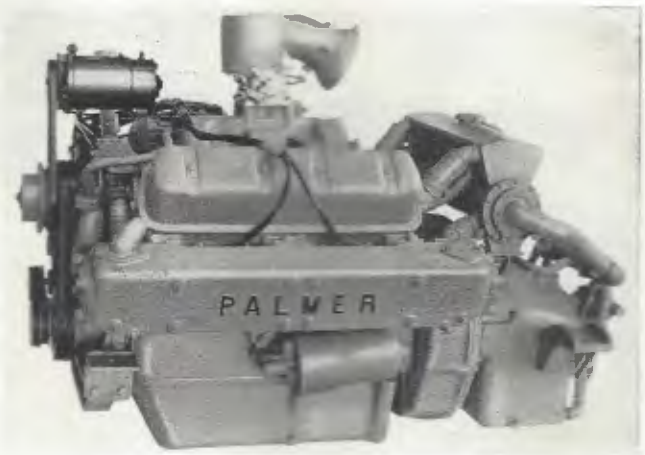
Among advantages Universal offers its customers is a new 18-month free parts replacement insurance policy.

For More Information Write No. 879 on "More Data Card"

Palmer

A trio of short-stroke, big-bore V-8 marine engines is being introduced for 1957 by the Palmer Engine Co. of Cos Cob, Conn.

Designed to be used either with yachts or commercial craft, the new models are based on International Harvester truck engine blocks which feature overhead valve construction with removable head assembly for easier servicing.



This new Palmer engine—a V-8 unit—is based on International Harvester's truck engine block.

Scheduled to make their debuts at the New York Boat Show this month are the 225-hp. IH-V401; the 250-hp. IH-V461, and the 300-hp. IH-V549, whose displacements are designated by the final three digits of the model numbers.

These, Palmer officials contend, comprise "the only line of engines that include fresh water cooling, employing either heat exchanges or keep pipe systems, and hydraulic reverse gears as standard equipment without extra cost".

Other Palmer engines based on modern-design International Harvester truck or tractor engine blocks — thus giving their ultimate owners the benefit of the sprawling Harvester parts distribution chain — include the 22-hp. IH-60; 115-hp. IH-240; 125-hp. IH-264, and 145-hp. IH-308.

Midget among the powerful Palmers is the BH-25, which generates a dependable 6 hp.; the PH-134 entry in the Cos Cob coterie develops exactly 10 times that much horsepower.

For More Information Write No. 880 on "More Data Card"

16′ Sportster with aft-deck optian (also available in 14′)

In the showroom or on the water, the 1957 SPEEDICRAFTS will - M - O - V - E - as they have never moved before.

Beauty plus "Git up and Go!"—yes. But with another plus—the toughness that's a "must" in modern small craft to meet the increased speeds, pulls and pressures.

The 1957 SPEEDICRAFT gives you:

- ✓ Remarkable speed plus safety.
- ✓ Double-bottoms on all boats (56/100 of an inch thick).
- ✓ 100 per cent imported mahogany marine plywood construction.
- ✓ All fastenings of genuine bronze or brass.
- ✓ Designed to handle the largest motors built today.
- ✓ Proven performance, strength and durability.
- ✓ Prompt delivery and factory service.
- ✓ Dependable warranties.
- ✓ Ten exciting models in 16′ and 14′.
- ✓ Five popular two-color combinations.

SPEEDICRAFT has established a reputation for being one of America's very finest of outboard boats, built for those who demand the best. Exclusive dealerships are still available in some areas.

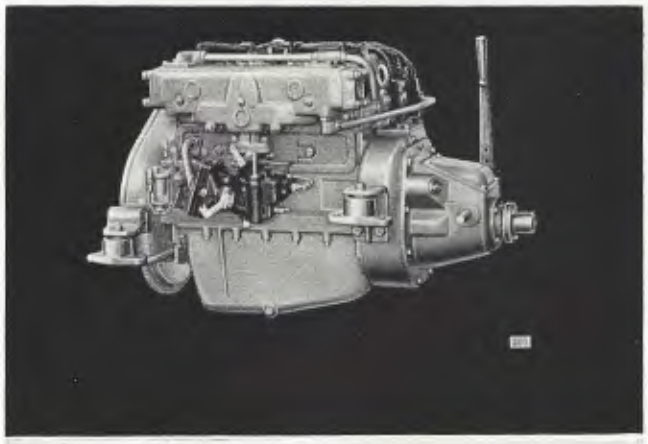
Write:

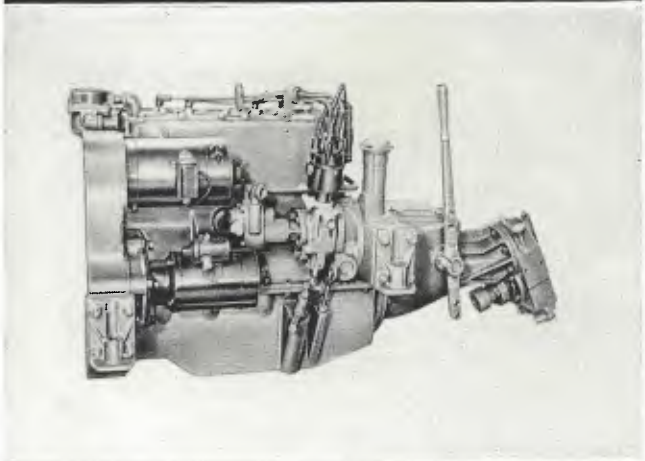
See you at the Chicago Boat Show: Booths #61, 62, 63

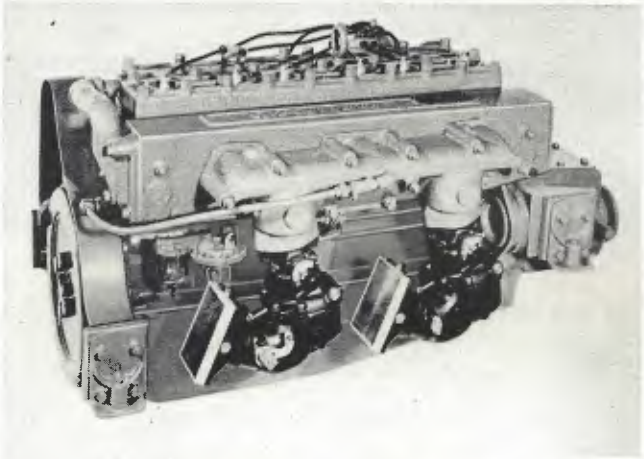
Speedicraft®

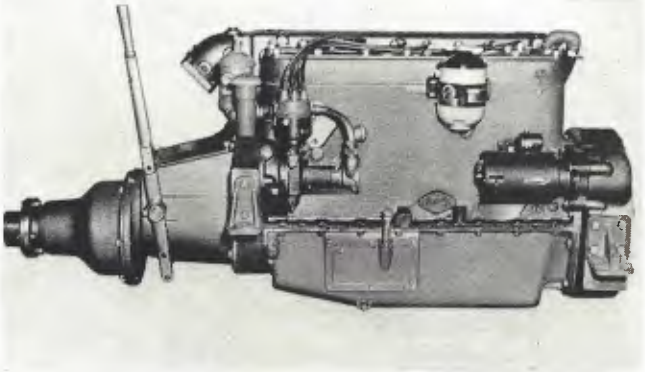
P.O. BOX 1163 • JACKSONVILLE 1, FLORIDA

More Data No., Speedicraft 121









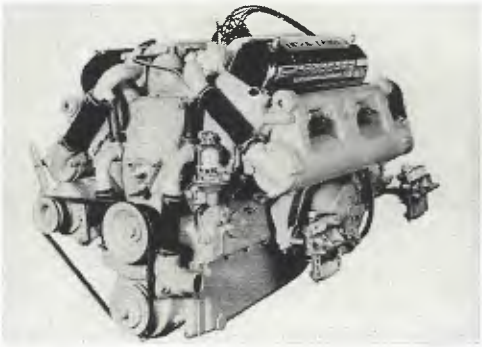
Power for the new 1957 boats is easily found in these power-packed units.

- *Graymarine's popular four-cylinder Model 70.*
- *The 65 hp V-Drive Aqua-Pak by Universal.*
- *New Chris-Craft Model "MCL" develops 175 hp.*
- *The Meteor "150" a 6 cylinder gasoline engine by Red Wing.*

Dearborn Marine

Dearborn Marine Engines, Inc. has made some basic improvements in its new line of Interceptor engines. The Royal Oak, Mich. firm reports that these changes result in quieter operating, more compact, engines with lighter weight and outstanding safety features. Interceptors range in horsepower from 125 hp through 215 hp. There are other models of 145 hp, 165 hp and 185 hp.

The twin carburetion system has been re-designed for greater air flow capacity. This results in more horsepower delivered at the wheel and greater fuel economy under all conditions of operation, according to Bruce R. Dodds, Dearborn president. He also reports re-engineering of automatic chokes to improve all weather starting.



This Interceptor combines light weight, high torque and compression with short stroke efficiency, safe carburetion and performance, says Dearborn Marine.

New oil pumps that maintain constant oil pressure, from idling to full speed, have been incorporated in all Interceptor models. They also insure improved lubrication, longer life, and quieter engine operation, says Dodds.

The Dearbo-Matic reverse gear already said to have fast, positive action, has been refined to bring faster, split second operation, according to Dearborn. Where occasional adjustments may become necessary, for more sensitive reaction, they are simple and easy to make. A new neutral position safety switch is also available (This eliminates starting accidents at the dock, according to Dearborn.)

A new oil pan has been designed for all Interceptor models which assures complete oil pickup regardless of engine level within a range of zero to 15 degrees. With the new pans, the oil dipstick has been relocated to be within easy reach. Oil changes can be made by suction pump from the dipstick hole, or through specially provided drain plug.

The low oil level safety feature stops continued operation of engine at high speeds when oil level is too low, thus eliminating costly engine repairs.

Dodds reports that Interceptor engine acceptance has surpassed the goal the Dearborn organization set for itself when the engines were introduced two years ago. Today they are recognized and used in all free countries of the world, he says. More than 26 leading American and Canadian boat builders offer Interceptors as power equipment.

Dodds feels this record of acceptance has been made possible because of the entirely new concept of marine engineering presented in these engines.

An Interceptor engine weighs 625 lbs., which means less dead weight and more power per pound. The entire carburetion system nests in the "V" of the cylinders.

(Continued on page 270)

For EVERY Painting Operation... X·I·M FLASH BOND is a "MUST" to eliminate worry about

- **ADHESION**
- **POPPING**
- **PEELING**
- **CHECKING**
- **ETCHING**
- **CHIPPING**
- **RUST**
- **DULLING**
- **SANDING**

As many manufacturers are ruefully aware, there is no natural affinity between metals and paints.

The use of primer coats on metals to be painted long ago became a necessity for all producers of quality products, and the three prime requisites for such under coatings were adhesion, ability to prevent rusting of the metal itself, and the ability to enhance the life expectancy and appearance of the finish.

To attain this a primer must also maintain its flexibility and sealing qualities when expansion and contraction occur, whether on metal, wood or other surfaces.

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More Data No., Forsberg 122

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ANOTHER **Spraint** PRODUCT

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Bos'n — Budget priced to outsell all other marine horns.
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Features

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Carries further than far more costly horns.

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Instantaneous response . . . no signal lag.

Durable Forticel* Construction
Not affected by weather, oil, salt spray, etc. Will not rust, corrode, oxidize, bend or chip.

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Bos'n Horn Fuel Refills with self-sealing valve are available. Fuel for a minimum of 300 two second blasts.
No. 4000. Suggested Retail Price $1.59
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More Data No., Minit Spray Horn 123

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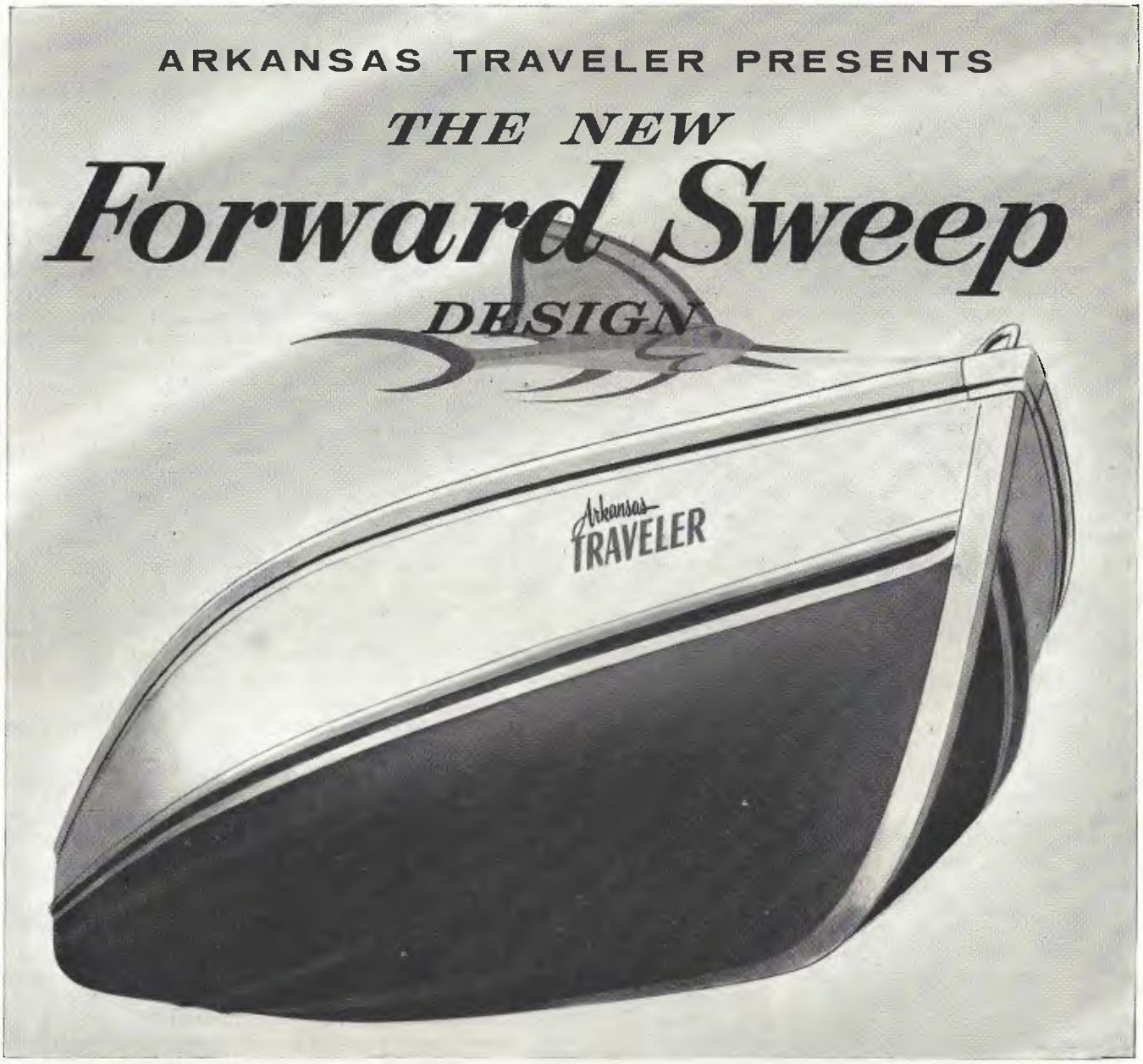

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New breathtaking colors for 1957. Luxurious upholstery. Smart appointments. Fifteen exciting models to choose from. Arkansas Traveler dealers will have more sales power than ever in 1957.

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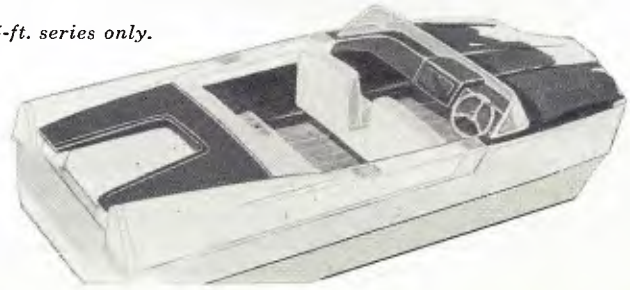
Arkansas TRAVELER



More Data No., Southwest 124

DEARBORN *(Continued from page 266)*

All vapors and raw fuel are confined within the carburetion, crankcase ventilating and manifolding system, an extra safety factor.

The series-flow cooling system has king-size capacity and high velocity, which equalizes temperature throughout the engine eliminating possibility of "hot spots" and steam pockets. The heavy flow also gives additional exhaust muffling resulting in quieter engine operation, says Dodds.

Interceptors are modern, short stroke high thermo-efficiency engines, with compression ratios to 9.4, and operating speeds of 4,000 rpm. The engine measures 36½″ long, 26¾″ wide, and is only 16¼″ above the crankshaft line and 10″ below, providing compactness and a low silhouette.

Engine supports are aircraft type, Lord rubber cushioned mounts, easily aligned, micro-adjustable in four directions. Bolt centers are 21 to 24 inches.

The moisture-proof, 12 volt, automatically regulated electrical system includes a fully enclosed starter and generator.

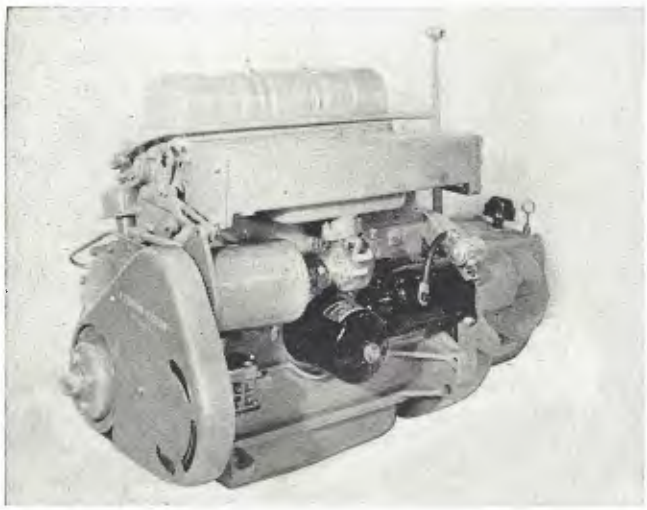
For More Information Write No. 881 on "More Data Card"

Lehman

In its 25th year of converting Ford-built engines for marine use, the Lehman Manufacturing Company of Newark, N. J., is presenting a group of 4-, 6-, and 8-cylinder Econ-O-Power conversions with overhead valves and "over square" design wherein the bore is larger than the stroke.

Lehman, the pioneer company in the conversion field, stocks all Ford, Lincoln, and Mercury conversions dating all the way back to 1928; it introduced the overhead-valve design to popularity in 1952, insuring the engine's greater efficiency; more power with less displacement, and increased fuel economy.

Weighing only 1,008 pounds and measuring just under 46″ in length, the 285-hp. Lincoln V8 conversion displaces 368 cu. in. and is the jumbo entry in the Lehman line. It comes standardly equipped with a four-barrel downdraft carburetor with automatic choke.



This engine is Lehman's overhead valve Ford four-cylinder engine.

Similar in dimensions and weights to the Lincoln are these Ford V8 and Mercury engines: the 132-hp. JG, displacing 239 cu. in.; the JH, 140 hp. and 256 cu. in.; the ECG, 190 hp. and 272 cu. in.; the 212-hp. Thunderbird with 292 cu. in. displacement, and the 245-hp. Thunderbird Special whose piston displacement is 312 cu. in.

Chief advantages of the "over square" design utilized in the Econ-O-Power engines are friction and wear reduction due to less piston travel.

All models are equipped with full-flow oil filters; high-turbulence combustion chambers; 12-volt ignition and starting systems; rotating valves; anti-fouling spark plugs; plate type approved flame arresters, and fully-enclosed vee belt drives.

Introduced just a half-decade ago, the Ford 6 has undergone a power boost to 144 hp. for 1957, though its displacement is unchanged from 223 cu. in. A one-piece intake-exhaust manifold features an efficient "hot spot" which serves "to wring the last ounce of power out of each drop of gasoline".

Rugged but not classified as "high speed" are the Ford 4-cylinder duo which are recommended for work and commercial hulls and auxiliaries. One develops 48 hp. at 2,800 rpm. and has a piston displacement of 134 cu. in., and the other develops 60 hp. with 172 cu. in. piston displacement.

These new conversion engines and the rest in the Econ-O-Power line are described and illustrated to a faretheewell in the 32-page Lehman catalogue for '57.

Other pages in the booklet are devoted to details on assembly (in about four hours) of conversion parts which are contained in special kits; a speed table charting how fast different types of boats will go with Ford engines, and a question-and-answer feature.

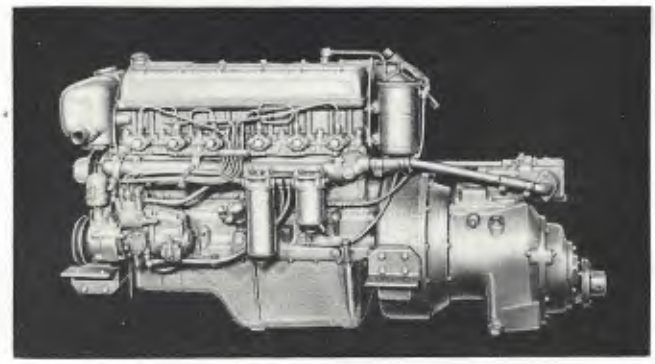
For More Information Write No. 882 on "More Data Card"

Gray

Swinging into its 51st year, the Gray Marine Motor Co. of Detroit, Mich., is offering—in a variety of gears and accessories— a grand total of 22 marine engines for 1957, of which five are Diesels.

The company, a division of the Continental Motors Corp., is in the process of revising its engine list but does not intend to vary its policy of sticking to eight basic engine sizes ranging from 25 to 200 hp and useful to owners of craft from the small runabout all the way to the sailing auxiliary or commercial vessel.

Most recent addition to the four-cycle Diesel series is the 65-hp Four-D277, with a piston displacement of 277 cu. in., though company sources indicate increasing acclaim is being accorded the Four-D129, a 656-pound hard-worker for sailing auxiliaries and small utilities which develops 25 hp at 2,000 rpm.



This sturdy, lightweight Graymarine Diesel SIX-D427 develops 100 hp at 2200 rpm.

Rounding out the Diesel group—which features Gray fresh water cooling and plentiful use of aluminum to cut down weight without skimping on strength—are the 30-hp Four-D157, 135-hp Six-D572, and the cele-

(Continued on page 272)

EVERY DEALER SHOULD KNOW—
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SOLD OUT!
see you at the Show!

Show it in MIAMI—and you show the WORLD!

More Data No., Miami Show 125

GRAY *(Continued from page 270)*

brated 100-hp Six-D427 which weighs just 1,475 pounds with gear. Cold weather starting equipment is standard or optional with all five Diesels.

The Gray gasoline lineup consists of seven fours and 10 six-cylinder models, all with the same accessory arrangements and look-alikes in all but size.

Gray Marine engines are built on a patented design which is made possible because its status as subsidiary to Continental enables it to keep rein on its production from block to finished product. Furthermore, the company puts its engines through dynamometer tests and authentic use aboard its five-boat fleet.

Of the seven four-cylinder gasoline models, two—the 25- and 63-hp engines—are for sailing auxiliaries and the remainder are for runabouts and small cruisers. These include the 45, 75, and the 90, as well as the 60 and 70 which vie for attention with owners looking for power for their small cruisers and kit boats.

Three of the 10 sixes—the 100-, 110-, and 115-hp units—share piston displacement of 226 cu. in., while the septet for large runabouts and cruisers—the 120, 135, 150, 165, 175, 185, and 200—feature displacements as far as 427 cu. in.

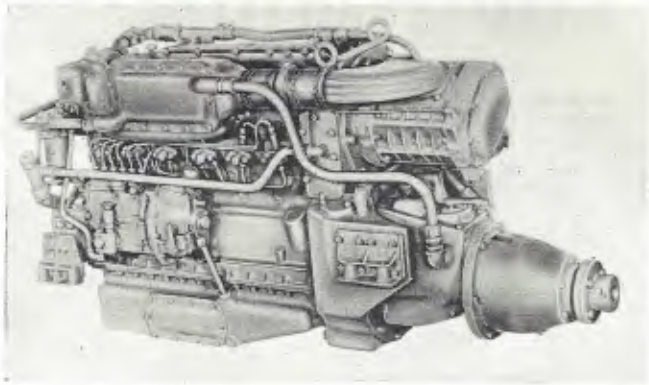
For More Information Write No. 883 on "More Data Card"

Hercules

The line of marine diesel engines manufactured by the Hercules Motor Corporation of Canton, O., is complete for 1957, though details on the three newest entries won't be available until they are introduced at the New York Boat Show this month.

This much, however, is known: two of the engines are turbo-charged — one a four-cylinder unit displacing 198 cu. in. and the other a six-cylinder model with displacement of 283 cu. in. — and the smallest of the three is a two-cylinder natural-aspirated diesel of 127 cu. in. displacement.

Otherwise, specifications are available on the six marine engines which have become familiar to Hercules users . . . engines both compact and lightweight which provide high-speed and heavy-duty performance in powering work and pleasure boats alike.



Shown above is the Hercules Model DIX6ES offering low weight-to-horsepower ratio.

Because they burn fuel oil, Hercules marine diesels are said to be safer; compounding the advantage, corporation officials say that the Hercules engines will operate satisfactorily on either No. 1 or No. 2 fuel oil and furnish more power per gallon in the bargain.

Horsepower on four of the models is based on 3,000 rpm.: the 75-hp. DIX4E and the 95-hp. DIX4ES (both four cylinders with bore of 3⅞″ and stroke of 4″ and 180 cu. in. piston displacement) and the two sixes, the 105-hp. DIX6E and the 150-hp. DIX6ES, both of which measure 283 cu. in. in piston displacement.

The third six in the Hercules sextet is the DFXH, which generates 250 hp. at 2,100 rpm. and whose bore is 5¾″ by a 6″ stroke and piston displacement 935 cu. in. Featuring a VEE 6¼″ bore by a 6″ stroke and 1,468 cu. in. displacement, the eight-cylinder DNX-V8DTS achieves a mighty 500 hp. at 1,800 rpm.

Hercules engineers have made their diesels as versatile as possible by offering such options as direct drive or reduction gear; dual water pumps, keel-cooling, or heat exchanger; supercharged or natural aspiration, and hydraulic or manual reverse gears.

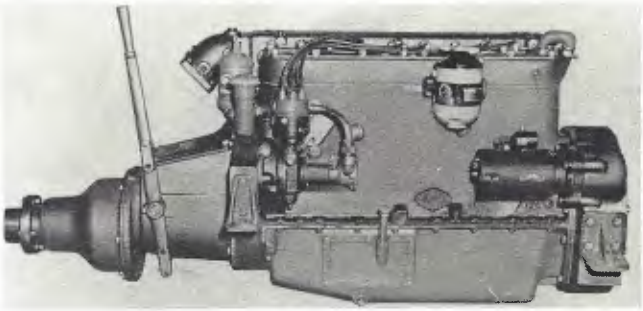
Standard equipment includes rubber mountings; hydraulic reverse gear; direct drive; propeller coupling; cold starting aid, and sheave-type power take-off. Various marine engine accessories are also available.

For More Information Write No. 884 on "More Data Card"

Red Wing

Red Wing, Minn. is the scene of much activity these days. Red Wing Marine Corp. is getting its new line underway and that's cause for plenty of excitment in the Minnesota town.

Several major features highlight this new line, say Red Wing designers. There's a new six-cylinder gasoline engine—the Meteor 100—and new features that have been added to the tried and true models—the D-45 and D6-100—in Red Wing's diesel series.



The Meteor 150 is shown above; it's a six-cylinder gasoline marine engine featuring a 4″ x 4½″ bore and stroke.

The firm reports that the new Meteor 100 is a direct result of dealer requests for a unit to supplement larger four-cylinder plants. The new model will enable small boat owners to utilize six-cylinder power, according to the firm. It's said to be light and compact, yet offers rugged performance and stamina. It has a bore and stroke of 3-7/16″ x 4⅛″ and 230″ piston displacement. The Meteor 100 also offers a fully-enclosed flywheel, a long-life manifold with ¼″ water jackets, full pressure lubrication on all working parts and a seven-main bearing crankshaft, said to provide long service and extra durability.

Red Wing is also introducing its new guarantee on manifolds. These parts, says Red Wing, are said to be among those parts most frequently needing service or replacement. The Red Wing manifold is now guaranteed to last seven years; this includes, says the firm, salt water corrosion protection.

Another Red Wing line innovation is an increase in the horsepower of its Meteor line. The 110 now offers 115 hp, the 150 offers 160 hp and the 60 is rated at 65 hp, all, according to Red Wing, without additional engine weight.

(Continued on page 274)

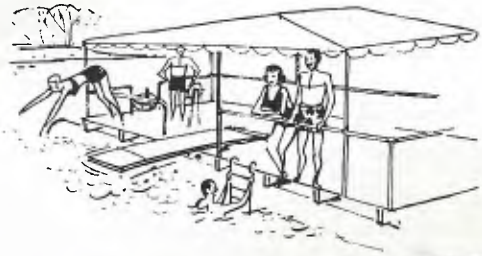
this is . . . Kayot

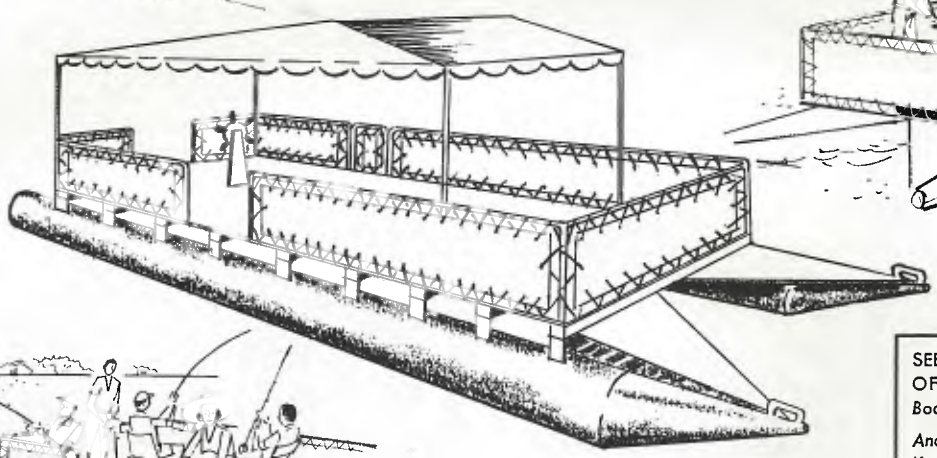
KAYE YACHT PONTOON BOAT CO. Mankato, Minnesota

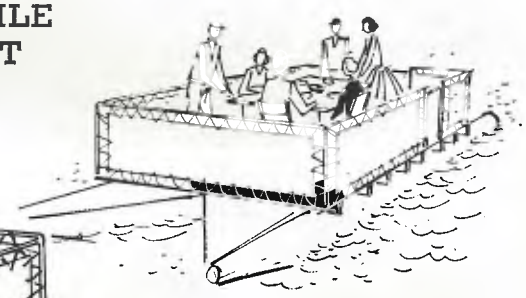
The First New Idea in Boating in Years

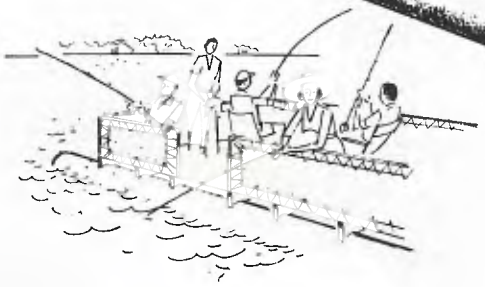
for sport and pleasure afloat

AMERICAS' MOST VERSATILE PONTOON BOAT









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And at these other major shows: Kansas City, Mo., Minneapolis, Minn., Cleveland, Ohio.

BUILT WITH THE FAMILY IN MIND — PLEASURE, SAFETY, VERSATILITY, AND LITTLE MAINTENENCE MAKES KAYOT THE IDEAL FAMILY BOAT

A WELL MADE QUALITY PRODUCT ---THAT YOU CAN SELL

- Sturdy steel construction.
- Unsinkable pontoons, protected with safety vent tubes.
- Semi-assembled--afloat in two hours or less.
- Many, many engineering features.
- 3 convenient sizes makes Kayot the boat for families, resorts and boat liveries.

- Perfect on any lake or stream.
- Fun, safety and maneuverability with any popular outboard.
- Made to last of the finest materials.
- **You can use your present outboard motor.**

SPECIFICATIONS

No.	Model	Pontoon Length	Deck Size
818	Cottager	18′	8′x12′
822	Resorter	22′	8′x16′
826	Voyager	26′	8′x20′

DEALERS-- WRITE FOR ILLUSTRATED BROCHURE AND NAME OF NEAREST JOBBER

Division of KAYE CORPORATION *Mankato* 2, *Minnesota*

More Data No., Kaye 126

RED WING *(Continued from page 272)*

The Red Wing Meteor line includes, in addition to its newest—the 100—a four-cylinder 20 and 65 and six-cylinder models of 115 hp and 160 hp. This line-up of power is designed for craft in the 16′ to 50′ class. All six-cylinder engines are available with opposite rotation for twin screws.

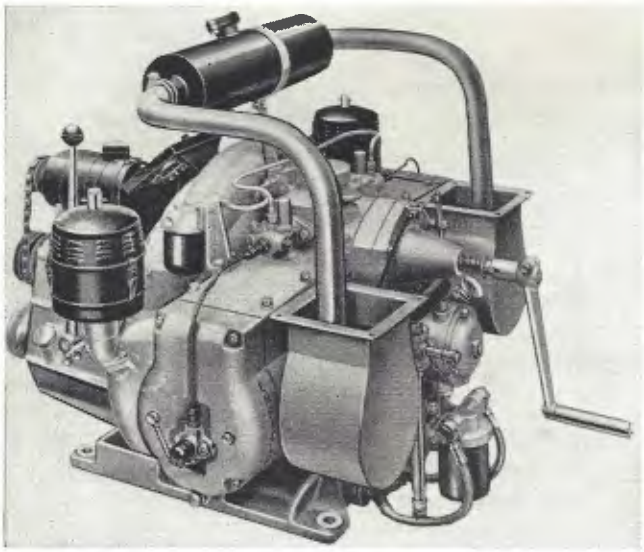
Another new item in Red Wing's line is a specially designed spherical combustion chamber which is said to minimize exhaust smoke; it's a feature of two diesel models—the D4-45 and D6-100. In addition, these engines have counterbalanced crankshafts, full pressure lubrication, and complete fresh water cooling systems. Red Wing designers say that low operating costs and fuel consumption are other built-in diesel features.

There's literature available on the entire Red Wing line and it is free to those who request it.

For More Information Write No. 885 on "More Data Card"

British Marine

A couple of marine engines head British Marine Products, Ltd.'s long list of items available this year to the marine trade. Among products marketed by this Port Washington, N. Y. firm are boats, engines, marine fireplaces and a host of other accessories and equipment.



This is British Marine's Enfield Mark III, twin-cylinder, air cooled marine diesel engine with Enfield gear box.

The latest model of BMP's Stuart two-cycle marine gasoline engine is now available as a sailboat auxiliary. Vessels up to 40′ can be driven up to full speed with the unit, according to BMP.

The two-cycle engine uses triple-port system for automatic intake, compression and exhaust operations and, therefore, has no valves or cams. Utmost simplicity, says British Marine, is possible with a minimum of working parts and consequent reduction in wear. The two-stroke cycle featured by this Stuart is said to result in high torque and smooth power with a minimum number of cylinders.

A patented interlocking system between the throttle and gear shift lever gives one-hand control of speed and direction when maneuvering, according to the New York firm. The marine engine weighs 268 lbs. Installation equipment and stern gear, including shaft, propeller, stuffing box and bearings are available as extras.

Second in the line-up of BMP marine engines is the Enfield air-cooled diesel. It's suitable for driving auxiliaries up to 45′ and has twin-cylinders that are horizontal and opposed, according to BMP, allowing for installation in areas having low headroom. Its main construction is lightweight aluminum. The Enfield is cooled by air provided by an integral blower. Exhaust air is vented outside the hull through simple ducts. This air-cooling system is said to operate satisfactorily in wide extremes of climatic conditions.

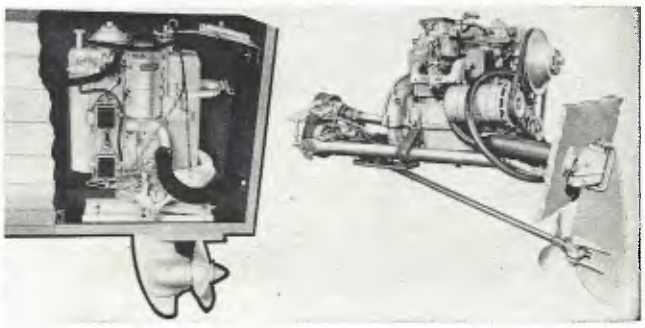
The engine can be started by hand, using a decompression system or a 12 volt electric starter can be supplied. These diesels, says British Marine, are designed to give reliable performance . . . easy starting at low temperatures, simple operation and maximum accessibility for maintenance. British Marine welcomes inquiries on these two engines or other marine equipment in its wide line.

For More Information Write No. 886 on "More Data Card"

Fageol V-I-P And Vee-Drive

Two inboard versions of the famous Fageol "44" inboard engine are included in the line of power units produced by the Fageol Products Co. of Kent, Ohio for 1957. These versions are V-I-P (vertical inboard power) unit, an inboard version of the highly successful Fageol "44" outboard motor and the "44" Vee-Drive power unit.

The V-I-P utilizes a special patented inboard engine mounting designed by the head of the firm, Lou Fageol. This engine is said to represent one of the most sensational engine developments in recent years. This 35 hp V-I-P, reports the manufacturer, will deliver the same performance of many 60 hp engines of conventional design.



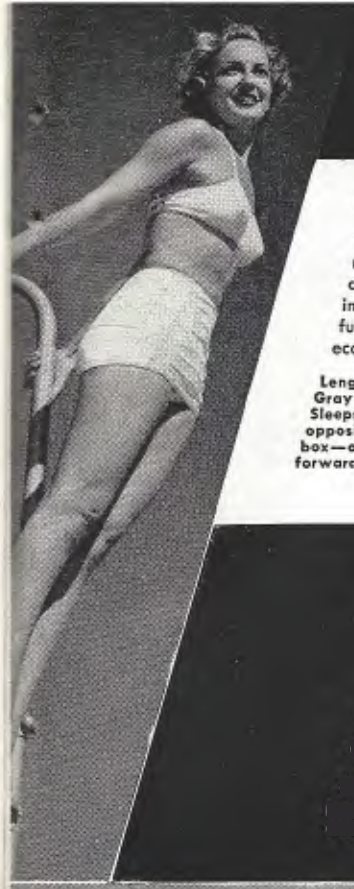
Left is new V-I-P inboard engine by Fageol. At right is same engine installed as V-drive power unit.

One of the most outstanding features of the V-I-P is its high power-to-weight ratio, say Fageol designers, with the engine possessing maximum efficiency in the application of power transmitted from engine to propeller. This drive is transmitted through a dog-type clutch to beveled gears. This eliminates the clutch, transmission and shaft log, the company relates. Trimming can be accomplished in just a few seconds because the direction of thrust can be altered to suit the load and planing of the craft.

Another feature of the V-I-P is that it can be positioned at the stern, thus creating more usable boat space and making an ideal power unit for smaller hulls, states Fageol. Designers also point out that the gyroscopic action of the flywheel, which is positioned near the bottom of the boat at the Keelson, acts as a stabilizing force for greater safety. To be introduced during the latter part of 1957 is a 45 hp supercharged version of this engine.

(Continued on page 276)

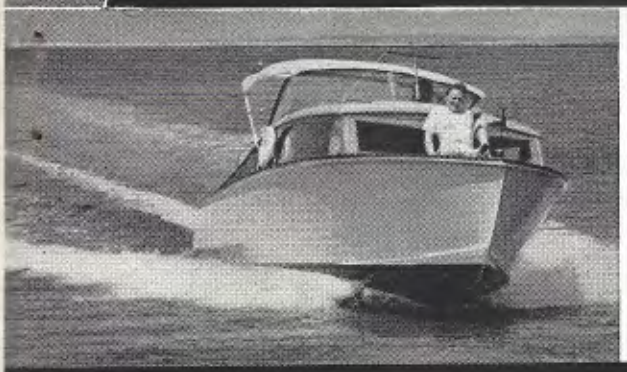
here come the beautiful new models from May Craft



THE MAY CRAFT 22′ EXPRESS CRUISER

The Twenty Two reflects all the fine design and craftsmanship associated with May Craft. Fine joiner work and ingenious use of space typifies the care and imagination lavished on cabin and cockpit. The rugged full planing hull permits high speeds, with comfort and economy. Unbelievably low priced.

Length: 22′—Beam: 8′—Draft: 22″—Standard engine: 60 H.P. Gray marine, other engine options with speeds to 34 MPH—Sleeps 3, dinette converts to double bunk with a single bunk opposite—enclosed head—fresh water system—sink—stove—ice box—opening windshields—forward hatch—ample storage and forward rope locker—Fuel capacity: 23 gals.



THE MAY CRAFT 23′ EXPRESS CRUISER

The Twenty Three is not a new model but one that has established its reputation for comfort, speed and economy. Well liked for its many features such as decorator interior, full cabin head-room, enclosed head, full length clothes closet. Complete galley, fresh water system and spacious mahogany lined cockpit. Sliding side windows, plus full opening cabin windshield and forward hatch assures plenty of ventilation. Many other extras included.

Length: 23′—Beam: 8′—Draft: 22″—Standard engine: 100 H.P. Gray marine, other engine options with speeds to 36 MPH—Fuel capacity: 23 gals.—sleeps 2—fresh water system—sink—stove and ice box.

THE MAY CRAFT 25′ EXPRESS CRUISER

Imagination, design, skill, craftsmanship and experience gained in building hundreds of May Crafts all combined to make this a dream boat. The Twenty Five sleeps 6 with comfort and offers spaciousness and appointments you'd only expect to find in much larger and costlier boats. Here's the luxury you want at a breath taking low price. Space does not permit a full description so hurry to your May Craft Dealer and be ready for a pleasant surprise. Hurry! Popular demand will make this model scarce.

May Craft

RIVER ROAD, MAYS LANDING
NEW JERSEY

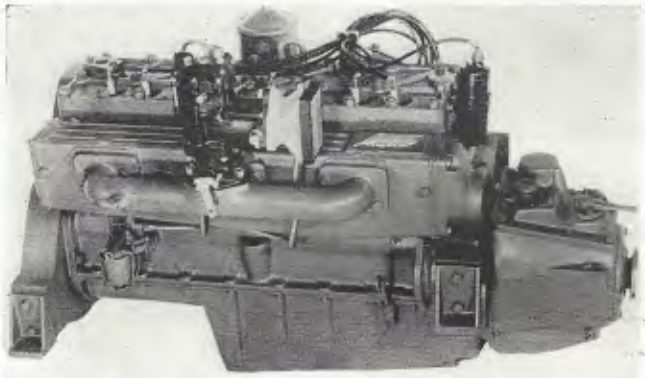
FAGEOL *(Continued from page 274)*

The '57 Fageol "44" Vee-Drive is being offered in standard 30 hp, 35 hp dual carburetion units and 45 hp supercharged models. Weighing only 160 lbs., this engine can be mounted in either single or twin installations. The same basic Fageol "44" engine is used in both the V-I-P and the Vee-Drive units. It is a four-cylinder in line, four-cycle designed engine with a 2½" x 2¼" bore and stroke, developing a compression ratio of 9 to 1.

For More Information Write No. 887 on "More Data Card"

Flagship

For 1957, the Flagship Marine Engine Co. of Baltimore, Md., is offering three gasoline engine models and one diesel. According to company officials, the 1957 gasoline engine line was carefully planned in three horsepower sizes to meet the overall needs of runabout, workboat and cruiser owners. The 1957 Flagship gasoline line includes a 4-cylinder, 66 hp model, a 6-cylinder, 100 hp model, and a 6-cylinder, 136 hp model.



This 6-cylinder, 136 hp engine is built by Flagship Marine Engine Co. Its hydraulic shifting makes it suitable for large cruisers, says Flagship Marine.

The Models 4/66, 6/100, and 6/136 feature maximum horsepower and torque at engine rpm speeds desirable for marine express cruiser use, water cooling motor temperatures with full flow passages in blocks and heads to give even heat distribution, tempered carburetion intake gases to provide better operation at lower speeds, more than usual copper type crank shaft bearings for longer, harder service and improved metal characteristics in reverse gears for longer life.

These engines use the Hercules block, cast of special corrosion-resistant alloy. The blocks are designed and built for heavy duty, continuous, high output marine service with full length water jackets and large main bearing surfaces.

A smooth, vibrationless flow of power is obtained with three main bearings in the Flagship, 4-cylinder engine and 7 mail bearings in the 6-cylinder models. All manifolds on Flagship marine engines are special alloy casted, have full length water jackets and are so designed as to allow a straight transfer of gases directly into the manifold. A large capacity water circulation to retard salt and rust deposits is assured by dependable, high pressure, bronze geared water pumps. Adequate lubrication is supplied by a cooled, safety-screen flow of oil that is pumped under high pressure throughout the engine. All pans are cast iron. Rubber engine mountings are used on all models to reduce vibration and noise. Flagship marine engines are furnished with 12-volt ignition and starter.

Intended primarily for small, high speed boats, the 4-cylinder Flagship marine engine develops a full 66 dependable horsepower at 3,200 rpm. It has a 3¼" bore with a 4" stroke. It is available with Paragon reverse gear in direct drive models only.

The Flagship 6-cylinder, 100 hp unit delivers its full rated power at 3,200 rpm. This L head, vertical-type engine has a 229 cubic inch block, a 7.35-1 compression ratio, a bore of 3-7/16" and a stroke of 4-1/8". The engine is said to be smooth and quiet in operation even up to maximum performance rpm. The Flagship 6/100 is available in both right and left hand rotation, ideal for matched twin installations.

The largest gasoline engine in the 1957 Line is the 6-cylinder, 320 cubic inch model developing 136 hp at 3,000 rpm, and 149 hp at 3,400 rpm. The 4" bore and 4½" stroke of this model is coupled with a seven bearing crankshaft giving maximum smoothness of operation.

This model is available with right or left hand rotation, and a 2:1 reduction gear. A large oil supply provides a full 13 quarts at 3 degrees of tilt and a sufficient supply for angle installation as high as 16 degrees. This model is equipped with a Zenith down draft carburetor specially designed to carry any overflow of gas back into the intake manifold.

The Flagship Marine diesel is also fresh water cooled. light-weight 6-cylinder marine diesel engine. At peak performance, this model delivers a full 100 hp. This is a 4-cycle engine with a bore of 3-5/8" and a stroke of 4" with a displacement of 248 cubic inches. The Diesel is equipped with a Bosch fuel system using the pintle type fuel nozzles and unit injectors.

The Flagship Marine Diesel is also fresh water cooled. Both the sea water and circulating pumps are gear driven with ball bearings and mechanical seals. They never require greasing or tightening. Electrolysis pencils are standard to forestall any electroclytic action.

For More Information Write No. 888 on "More Data Card"

Chrysler

Chrysler Corp.'s Marine and Industrial Engine Div. officials unveiled their 1957 line this month, as final preparations are made for presenting this year's line at boat shows throughout the nation, beginning with the National Motorboat Show in New York City's Coliseum this month.

C. C. Williams, vice-president in charge of sales for the marine engine division says that several changes have been made in the line for the coming year, with horsepower being stepped up in several models.

C. C. Williams

Queen of the Chrysler Marine line this year is the Imperial V-275, the V-8 engine which will replace the V-250, while the Imperial V Special, formerly a 200 hp engine, now is rated at 225 hp.

According to Williams, both V-8 engines will be lighter in weight this year—offering more horsepower per pound of engine weight. The Imperial V-275 and the Imperial V Special have been increased to 354 cubic inch displacement and both, of course, utilize Chrysler's hemispherical-design combustion chamber.

(Continued on page 278)

EXTRA Boat Show News EXTRA

JANUARY, 1957

MERCURY EXCLUSIVES STAR IN 1957 SHOWS!

EXCLUSIVE MARK 75—America's first 60 h.p., 6-cylinder outboard.

EXCLUSIVE!

Only line with 6 to 60 horsepower

No wonder Mercury is headlining the shows again this year. Look at these exclusives! It's the only line with so wide a choice of power—with Twins, Fours and Sixes. It's the only line with the mighty Mark 75, world's most powerful production outboard. It's the only line with an entirely new outboard designed specifically for fishermen—the revolutionary Mark 10 with one hand control and exclusive trolling switch. Mercury makes the news that makes the sales this year because it offers *more of what most people want!*

Dealers Report Sensational Sales

From coast to coast, dealers say early sales response is the greatest ever. One dealer reports over one hundred prospects at every demonstration of the Mark 75—and an average of four sales per demonstration! Exclusive new Mercury Time Payment Plan makes Mercurys easier than ever to own, makes sales easier than ever to clinch.

Never Before So Many Letters From Dealers

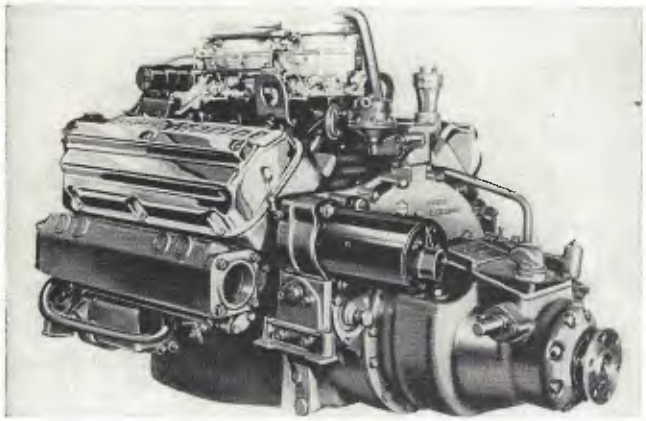
More dealers than ever before in history want the Mercury franchise—the most profitable in the industry. For complete information, write to Kiekhaefer Corporation, Fond Du Lac, Wisconsin. Dept. B-1.

New Mark 10 with first truly weedless design!

Mercury Outboards for '57 introduce a new kind of performance!

More Data No., Kiekhaefer 128

CHRYSLER *(Continued from page 276)*



This is the Chrysler Imperial V-275, M-45-SP-3, eight cylinder marine engine.

A long list of features are standard equipment on the Imperial V-275, according to the Trenton, Mich. firm. For instance, special valve springs, full flow oil filter, marine type thermostat, hardened crankshaft, tri-metal bearings, all-gear driven accessories, positive displacement water pump, sodium cooled valves, splash-proof ignition system and mechanical tappets are standard on this engine.

The horsepower rating of the Royal V-Special (M-44S) has been increased; it develops 155 hp at 3800 rpm.

Several particular features are included on all V-8 engines in the line, such as centered spark plugs which enable very short flame travel through fuel during combustion, fully enclosed oil lines, completely water-jacketed cylinders, deep-breathing intake and exhaust porting and overhead and lateral valving with larger and wider spaced valves.

There are five other marine engines in Chrysler's line: Chrysler Ace (95 hp at 3200 rpm); the Ace Special (110 hp at 3600 rpm); the Crown (125 hp at 3600 rpm); Crown Special (135 hp at 3600 rpm) and the Majestic (160 hp at 3000 rpm).

Chrysler engineers point out that Vee-drives have been redesigned this year and capacity increased. Vee-drives are available in 1.13, 1.42 or 2.05 to 1 reduction.

Reduction gears are internal gear and pinion type with helical teeth. All gears are mounted on large ball bearings with centers adjustable to insure proper adjustment and quiet operation. These are available in 1.43, 2.04, 2.56, 3.17 or 3.95 to 1 reduction. It was also pointed out that reduction gears can be supplied to fit practically any type hull with four different mounting positions, up, down, left or right.

An optional single or dual outlet assembly is available for V-8 engines of the line, while a single outlet system is included for in-line six-cylinder engines.

Sodium-filled, stellite-faced exhaust valves increase valve life by providing a faster transfer of heat from valves. This feature is standard equipment on Crown Special, Majestic, Royal V Special, Imperial V Special, Imperial V-275, and available at extra cost on the Crown model. Elimination of electrical interference in ship-to-shore communication has been accomplished with Chrysler's system of radio shielding.

Behind the scenes, according to Williams carrying on a never-ending search for improvement, is the Chrysler engineering team. Not only is it the job of this group to design and put into production the latest in improvements and ideas, but even more important, to carry on an extensive program of testing and research. A Chrysler engine is never offered to the public until it has undergone rigorous testing. This year's improvements have been so tested, according to Williams, prompting Chrysler engineers to feel confident that they will merit and win public approval in the season ahead.

The division will gladly answer inquiries concerning specific model information and marine applications of Chrysler units.

For More Information Write No. 889 on "More Data Card"

Federal Marine Motors

Widely popular because of its highly successful marine conversion engines and allied equipment, Federal Marine Motors Co. of Chicago, Ill. announces two modern overhead valve engines—one with fuel injection.

They are the tremendously powerful and compact V-8 Chevrolet engines which have been converted by Federal. Weighing only 725 lbs., one engine develops 225 hp in the conventional model and the other 315 hp in the fuel injection model. Conversion equipment in kit form is available for both these models as well as for practically all the rest of the modern engines of today, the company reveals.

This Chevrolet motor has been converted to powerful marine engine by Federal Marine Motors Co.

Federal Marine is a producer of many items and units designed especially for use in making such conversions. Its water-jacketed manifolds, for instance, are cast of iron alloy to provide a high degree of resistance to salt water corrosion. They are annealed at 1800° to properly season them against internal stresses caused by fast temperature changes, says the firm.

Another Federal-produced item is its impeller water pump. This pump has a sealed ball bearing which allows the use of a thermostat without requiring the installation of a by-pass pipe to control engine temperatures for maximum performance. A line of individually lubricated heavy-duty marine transmissions are also furnished by the firm. These transmissions are available with either manual or hydraulic shift, with opposite rotation available in reduction drive models.

Only three hours time is required to assemble most of Federal's conversion kits for modern automotive and industrial engines, say designers, and all motors and conversion parts are designed for salt water use. There are many converted engines available from the Illinois firm in an impressive range of power.

For More Information Write No. 890 on "More Data Card"

Chippewa BOATS

HOLD THE LEAD IN EXCLUSIVE FEATURES ...IN PERFORMANCE AND VALUE PER DOLLAR

14′ BIG CHIEF (with Deck)

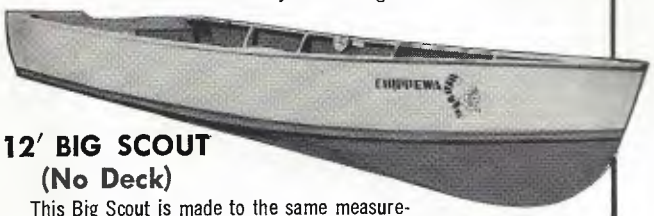
Exterior auto body finish over the Phenolic Resin. Recommended for outboard motors up to and including 15 hp. Full length spray rails. Will plane perfectly; 54″ beam. Transom height 17″; seat at center and stern. Weight 150 lbs.

12′ BIG CHIEF (with Deck)

Identical in make-up to the 14′ model. Auto body exterior finish over Phenolic Resin. Will take motors up to and including 15 hp. Full length spray rails; 53″ beam. Transom height 17″. Weight 130 lbs.

14′ BIG SCOUT (No Deck)

This Big Scout is identical in measurements to the 14′ Big Chief but has an extra seat in place of the front deck. Will take same horsepower motors. Rows with half the effort of an ordinary boat. Weight 145 lbs.



12′ BIG SCOUT (No Deck)

This Big Scout is made to the same measurements as the 12′ Big Chief, and will take same horsepower motors. A front seat is provided in place of the deck. Will seat 5 people without overcrowding. Weight 125 lbs.

During a quarter of a century of boat building, Chippewa has pioneered, invented and patented several unique developments that make Chippewa Boats out-perform, out-maneuver, stand more abuse and cost much less than comparable boats.

FORMED PLYWOOD—Chippewa's amazing process forms plywood to any shape within a 90-degree angle, making semi-seamless boats that take the same form and measurements as strip, clinker, or lapstrake-made boats costing more than twice as much.

"PHENOLIC-FACED PLYWOOD" — exclusive with Chippewa Boats, applies Phenolic Resin under extreme pressure and heat, forcing resin into inside and outside surface of the plywood making an extremely smooth surface, tough as steel, and eliminating dry rot. Among the many tests given Chippewa Phenolic-Faced Plywood are: a vibrating sander held against the plywood for half an hour without damaging the surface—plywood placed in steam boxes for two weeks without breakdown—Chippewa boats navigating the swift, rocky rapids of the Flambeau, one of America's toughest rivers, without slightest damage or gouging.

5 EXCLUSIVE PATENTS—A one-piece bottom. Triangular-rabbited stem; "V" bottom, "M" stern on all specials; keel extending from stem to stern; undulating transom. (U.S. Patent No. 2,193,892.)

CHIPPEWA BOATS are made in 25 different models. The Big Chief and Big Scout models shown here are famous for style, smooth, vibrationless operation . . . perfect planing with no skidding, porpoising or jumping.

We also have Water Skis, Aquaplanes, Car-top Carriers and "Van's Instant Gun Blue."

WRITE for catalog and dealer price list. A real profit opportunity for dealers.

All these boats are available in Deluxe Model, white top and red bottom; Fisherman's Model, solid green; Hunter Model, solid khaki.

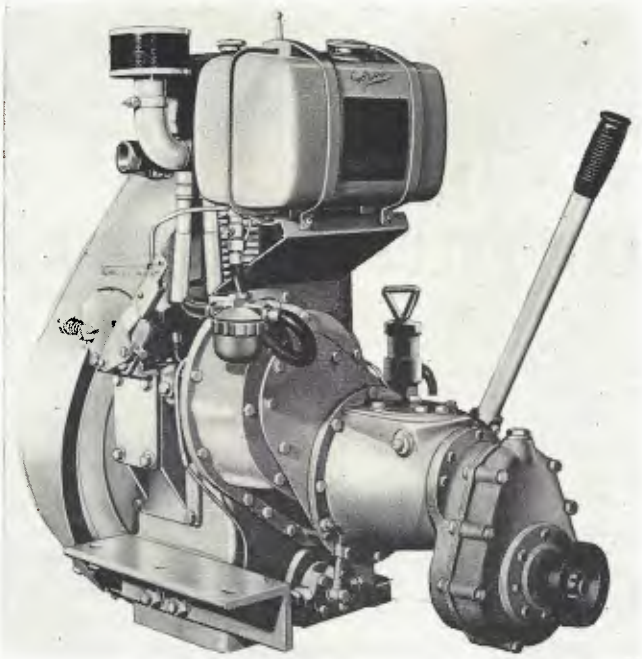
C. S. VAN GORDEN & SON
EAU CLAIRE, WISCONSIN

More Data No., C. S. Van Gorden 129

Petter Engine Div.

Air-cooled diesel marine propulsion engines will feature the Petter Engine exhibit at the New York National Motor Boat Show. This is a division of Brush Aboe, Inc.

The Woodside, N. Y. firm produces these engines in single and two-cylinder sizes with an output of six continuous horsepower per cylinder. These engines are said to be suited for auxiliary power in sailboats up to 35′ in length.



This is the Petter AVA1RM air-cooled diesel engine.

Air-cooled engines are said by the firm to offer many advantages and are simpler to install than water-cooled units. No water connections or pipe work, says Petter, means fewer holes in the hull and easier maintenance. According to the firm, air-cooling eliminates danger of winter freezing and eliminates corrosion problems found in water-cooled systems.

Petter plans to display an AVA1RM single-cylinder air-cooled marine diesel propulsion unit fitted with reverse gear, 6 bhp at 1,800 rpm. It will also display an AVA2RMR twin-cylinder air-cooled diesel engine fitted with reverse and 2:1 reduction gear, 12 bhp at 1,800 rpm. The AV2RMR twin-cylinder, water-cooled marine diesel propulsion unit fitted with reverse and 2:1 reduction gear, 12 bhp at 1,800 rpm, will also be displayed.

Petter representatives to the show will also show a small, 1,500 watt flange mounted generator set, powered by a PAZ1 engine and using a Winpower 32 volt dc generator, which has become quite popular, according to Petter, with small commercial craft owners in the past year.

For More Information Write No. 891 on "More Data Card"

Chris-Craft

Compactly designed for use exclusively with pleasure and commercial craft, the 1957 line of marine engines manufactured by the Chris-Craft Corp. of Algonac, Mich., is said to offer a low weight-per-horsepower ratio.

Seven basic series comprise the '57 output, with valve rotators for longer engine and valve life standard on most models. Other new features include modified combustion chambers for more efficient performance; ventilating valves which keep a stream of fresh air moving through the crankcase; ignition systems specially designed for trouble-free marine use, and 12-volt systems as optional equipment.

Smallest Chris-Craft is the 60-hp unit, actually available in two models: the direct-drive A and the B, the latter with direct drive and two reductions. Kit boats and light hulls are made-to-order for the 60's, corporation officials contend, and the A and B-direct share an overall length of less than 32″ and weight of 456 pounds.

This compact 60 hp Model "A" engine measures less than 32" over-all and weighs only 456 lbs.

Like the 60, the 95-hp K and the 105-hp KL—both with 1.50:1 and 2.04:1 reductions, plus direct drive—are tabbed ideal for all installations where size, low initial cost, and operating economy determine selection of engines.

"Smack-dab in the middle" of the 60-to-200 hp septet is the new 131-hp KFL, Chris-Craft's candidate for the blue ribbon in the "quick acceleration and sustained high speeds" category.

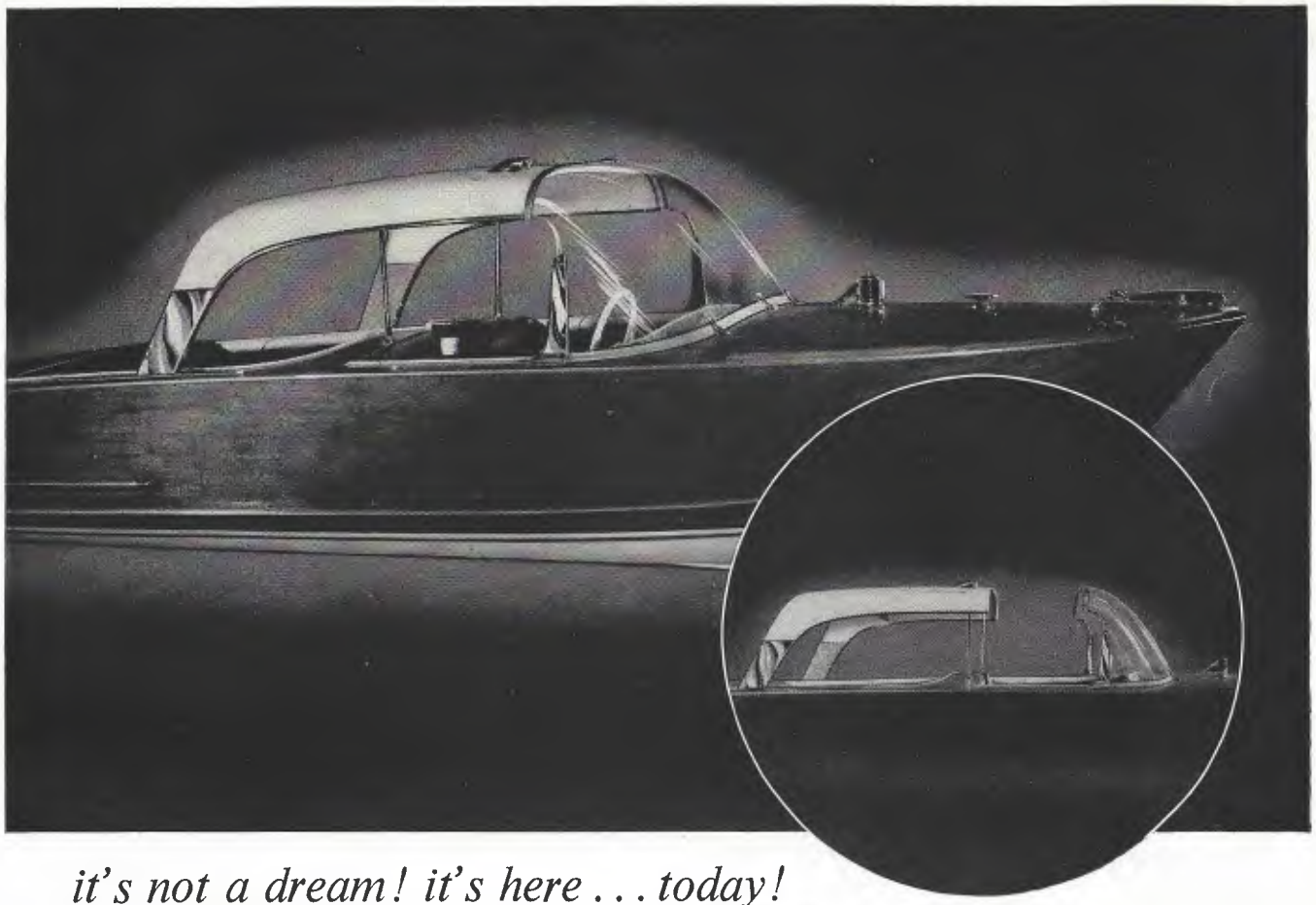
Valve inserts have been added—and counterbalanced crankshafts, conventional valve timing, and correctly-proportioned flywheels used—to backstop that claim for the KFL; in addition, a pair of updraft carburetors has replaced three downdraft carburetors so that smaller installation space is needed, smoother operation is assured, and lower idling speeds result.

Like all the other new Chris-Craft engines, the 130-hp M and the 175-hp MCL series derive help in the sustenance of constant operating temperature from full-length water jackets and pre-tempering of the coolant in the manifolds. Both models are available with 1.50:1 and 2.03:1 reductions.

Because it attains its maximum horsepower of 200 at only 3,200 rpm, the workhorse WB allegedly is able to swing larger wheels to deliver more efficient power. Fashioned for installations requiring long continuous service at peak load, the WB features a compression ratio of 6.48:1; piston displacement of 404.3 cu. in., and reductions of 1.50:1, 2.00:1, and 2.54:1.

Most of the new Chris-Craft plants can be set up with opposite rotation for twin screw installations, and Chris-O-Matic electric hydraulic controls not only are available with most of the '57 models but can be installed in the field.

For More Information Write No. 892 on "More Data Card"



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THE BREATH-TAKING AEROTOP® BOAT TOP

This exclusive convertible hardtop can now be yours . . . with all its convenience, durability and futuristic styling

You'll love the dashing flair of the pace-setting AeroTop boat top . . . so new, so daringly styled, yet so practical! In colors, too!

The AeroTop is made of tough, time-tested plastic . . . durable, lightweight, sturdy . . . extremely weather-resistant, unlike canvas tops. And it's so easy to install and remove!

The translucent top filters out harsh sunlight, shields you from excessive exposure to the elements. And you enjoy fresh air ventilation with the Aero-Vent ventilator (optional) . . . no more baking under the top! Now push back the top, and presto! you're sitting in the open. You can climb in and out without stooping . . . move from front to rear with ease.

There's increased headroom, too, because the AeroTop is designed for use with the Aerotex Top-Mate windshield with extra height. The Top-Mate windshield is patterned after jet aircraft canopies . . . gives a crystal-clear, panoramic view. You can comfortably see *through* it even from the rear seat.

For the newest of the new . . . *for the boat top that puts you out in front of the crowd* . . . ask your nearest dealer for AeroTop, the hardtop without a peer.

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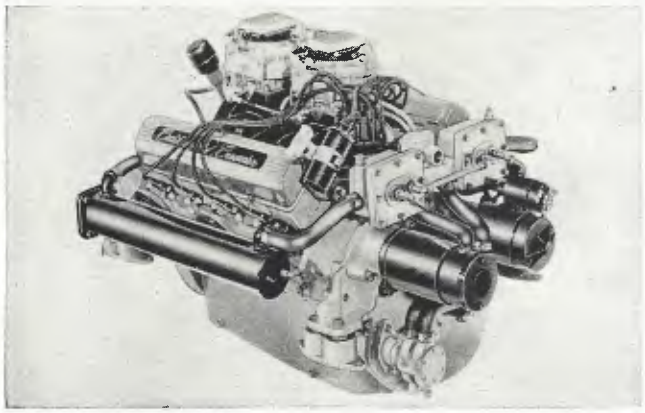
More Data No., Aerotex 130

Cadillac Crusader

One of the Country's oldest manufacturers of V-8 overhead valve marine engines, Cadillac Crusader Marine Engines located at Roseville, Mich., is introducing four models for the 1957 market.

Especially designed and engineered for cruiser installations, Model CM250 has a rating of 250 usable shaft horsepower at 4250 rpm, using white marine fuel. Producing 265 hp at 4250 rpm, the company's standard runabout engine Model CM 265 is being used by many of the leading boat manufacturers for placing in stock hulls from 18′ to 26′. These engines operate on premium grade fuels.



Model CM300 is called "Hot Rod" of the waterways.

Where installation space is a big factor, Cadillac Crusader's Model CM275 is highly desirable because of its special design, says its maker. Design features of this model include two double Venturi side draft carburetors which permit an engine height above crankshaft not exceeding 16″. Including reduction gears, the engine can be installed between 24″ parallels. This engine is available with high compression for premium fuels or low compression for standard white marine fuel.

Model CM300 has been termed the "Hot Rod" of the waterways and is holder of both the Class "F" runabout straightaway measured mile and closed course competition records, according to the manufacturing company. It is said to be unsurpassed for instant response, instant acceleration and speed. Pound for pound this engine, with its 300 shaft horsepower at 4600 rpm, is reportedly America's most powerful V-8 marine engine.

These engineering improvements highlight all 1957 models: Multiple plate oil coolers; thermostatically controlled water and oil temperatures; aircraft type rubber mounting; high performance camshaft; optional compression ratios, and moisture-resistant ignition 12-volt electrical system.

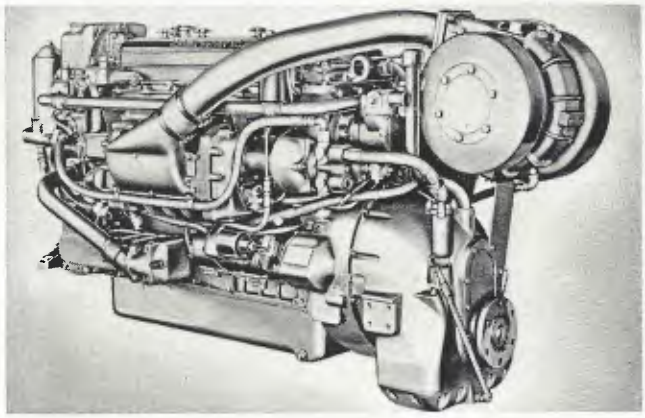
For More Information Write No. 893 on "More Data Card"

Detroit Diesel

Several brand new Detroit Diesel engines will have their first public showing at the 1957 National Motor Boat Show at New York City this month. Several of them, like the one pictured here, will be shown as part of a matched pair. The new units and advances made in existing standard models give General Motors' Detroit Diesel Engine Division a new versatility in providing power for almost any type of boat from 21′ and up.

The new models increase Detroit Diesel's power range and also, according to the division, offer greater flexibility in the selection of GM diesel propulsion units.

Heading the division's exhibit are two new Turbopower engines in the "71" series which add two horsepower ratings to the line. These are six-cylinder vertical and four-cylinder inclined diesels of 271 and 197 shaft horsepower, respectively. They will be displayed at the New York exposition as matched pairs in two attractive exhibits.



This new Detroit Diesel 6-71 vertical Turbopower model delivers 271 rated shaft horsepower at 2,300 engine rpm. It'll be exhibited as part of a matched pair at the New York show.

In these models exhaust-driven turbines and air impellers, working with the engine blowers, supplement the air supply to the cylinders. This is said to effect a 17% increase in horsepower or a 15% reduction in fuel consumption. The increased engine efficiency is attained with no increase in weight-to-horsepower ratios, according to Detroit. The inclined models displayed have aluminum block and other component parts for lighter weight and their "layed-over" design further reduces installation height.

For smaller boats, the division will display for the first time two of its new Series 71 "C" and "D" models in three and four-cylinder units. These engines are offered without heat exchangers and with through-shaft, direct drive marine gears as standard equipment. The four-cylinder model on display has aluminum block and other component parts. These models in both right- and left-hand rotations provide economical diesel installations in craft where suitable cooling systems are already installed and where lighter, more compact marine gears are practical. The division's 87 hp engine for use in pleasure and work boats as small as 21′ will also be on display.

In the work boat field, a newly designed 6-110 marine Diesel with front-power take-off will have its first public showing. A high capacity Roots-type blower similar to that used on the Division's Series 71 models has been adopted for this unit. Because of the lateral location of the blower and its compactness, Detroit reports that substantial reductions in overall height and length are attained along with space for additional accessory drives. The blower also provides increased air supply to the cylinders for improved performance especially in the lower speed ranges. Maximum rating is 289 shaft horsepower at 2000 rpm or 220 continuous shaft horsepower at 1800 rpm. In addition to these models activated cutaway units will be on hand to demonstrate the two-cycle design of all Detroit Diesel engines.

For More Information Write No. 894 on "More Data Card"

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because . . . The Globe is ***first in the nation*** in major metropolitan markets in boating and yachting newspaper advertising.

because . . . Globe Sunday circulation — over **440,000** — tops all New England papers which feature boating.

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is your key to sales

First in Linage	First **10** months 1956
Boston Globe	**234,456**
Boston Herald-Traveler	**164,141**

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New York, San Francisco,
Los Angeles

Scolaro, Meeker & Scott
Chicago, Detroit

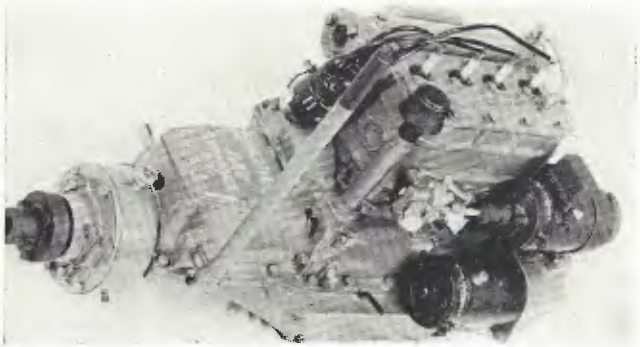
The Leonard Company
Miami Beach, Florida

More Data No., Boston Globe 131

Brennan

Brennan Motor Mfg. Co. is going into its 60th year in the field with Impact. That's the name of the Syracuse, N. Y. engine manufacturer's newest model.

The Impact is a result of reported requests for a "lightweight six" that go back several seasons. Brennan decided it was time to bring out a model to meet this demand. It's a marine motor with a rated 100 hp. The Impact is suitable as power for runabouts, light cruisers and large kit boats, according to Brennan.



This is the Brennan Imp, with built-in reduction drive. The Imp is also available with direct drive.

Brennan's new line offers, according to the firm, the latest in marine propulsion and marine engines in various sizes ranging all the way up to 200 hp, and starting with the "baby" of the line, the Imp.

This versatile Brennan Imp is offered in two standard models, direct and built-in reduction drive, and shortly a bobtail model will be announced. The Imp is said to be one of the world's lightest weight complete four-cylinder inboards on the market; it weighs only 160 lbs. and is most compact, having an overall length of 26″ the Imp is rated at 30 hp.

The light weight and compactness of the Imp make it suitable for changing outboard hulls into inboard power, says Brennan. Many of these changeovers are of the conventional type using a kit available for such installations which includes propeller shaft, rudder, and shaft log. For those wishing to have the outboard drive with the inboard power, there is a stern drive available which raises for trailering, launching, and beaching. With such an installation, according to the engine manufacturer, the outboard boat owner will be able to enjoy all the advantages of the inboard and the outboard combined. The Imp is also suitable as auxiliary power in the medium and small size sailing boats due to its light weight and high rpm feature, says Brennan.

The Fisherman Four is designed especially for the fishing trade because it reportedly meets the fisherman's requirements — such as unusual stamina, economy of operation, and long life, now carries a rating of 50-75 hp.

The DeLuxe Six Series which includes the Models 100, 60, 100B and 125 are engines of 415 and 500 cu. in. piston displacement, and are rated up to 175 hp. They are valve in the head design, have been further improved and refined according to Brennan. The company particularly recommends their use on runabouts and fast cruisers.

They are custom-built in two sizes, 620 and 765 cu. in. — and weigh around 1,500 lbs. These two sizes are offered especially to discriminating yachtsmen who desire light weight large six-cylinder genuine marine engines.

Brennan marine engines are manufactured and built from the ground up in the Brennan Motor shops exclusively for marine propulsion. This includes the reverse gear and clutch which is Brennan designed and manufactured. It incorporates such features as 100% reverse speed, oversized for the power, said to eliminate frequent adjustment regardless of hard service.

Brennan Motor Co. has a motto that doesn't change. Models may change—improvements added, alterations made and power increased—but this motto, we understand, remains the same in spite of any other changes. In one sense, Brennan even traces these changes and innovations to adherence to this motto:

"Always strive for the ultimate so as to give the Brennan engine owner the latest and the best."

For More Information Write No. 895 on "More Data Card"

Lister-Blackstone

Making debuts at the New York Boat Show will be the Lister LDM-1G single cylinder and LDM-2G twin cylinder propulsion air-cooled Diesel engines made in England by Lister-Blackstone, Inc.

These fit in near the bottom of the corporation's range of propulsion and auxiliary marine Diesels from 3 to 600 hp; ratings up to 77 hp are determined at 1,800 rpm, all above that at 750 rpm.

Compact in design and economical to operate, the lightweight LDM-1G develops 3½ hp and the LDM-2G 7 hp. According to the maker, a pintle type injector combined with a combustion chamber located in the piston crown saves fuel and assures immediate starting under every operating condition; oil is supplied to fitted shell-type main and auxiliary end bearings under pressure from a plunger-type pump.

Also scheduled for premiere showing is the Rootes-Lister TSM-3 three-cylinder direct injection, horizontally opposed piston, water-cooled two-stroke Diesel with a blower assisted scavenge system. From the marine top bearers, the TSM-3 is only 27.3″ high and 77-hp propulsion unit with reverse gear weighs in at 1,585 pounds.

Manufactured in one- to six-cylinder sizes developing 9 hp per cylinder, the Freedom water-cooled marine Diesels will be represented at the Coliseum by an FRM3GR, a three-cylinder propulsion unit fitted with gearbox and reduction gear, and by the four-cylinder FRM4GR.

Fitted with a dual combustion chamber which permits them to be started easily by hand, the Freedom engines employ chrome-hardened cylinder liners to produce "the most effective wear-resisting surface yet discovered".

For More Information Write No. 1050 on "More Data Card"

Southeastern Sales Reach New High International Paint Co. Reports

JOSEPH R. McCLERNON, manager Southeastern Division of the International Paint Co., Inc., reports a sales increase of around 25 percent since the opening of his new Daytona Beach, Fla. showroom and office. The location, 1204 So. Ridgewood Ave. is a stragetic one, being right on U.S. Highway 1, and includes a parking lot in the rear. As part of the company's overall plan to afford its customers in Fla., Cuba, Puerto Rico, and the Virgin Islands more personal service Mr. McClernon is now residing permanently in Daytona Beach.

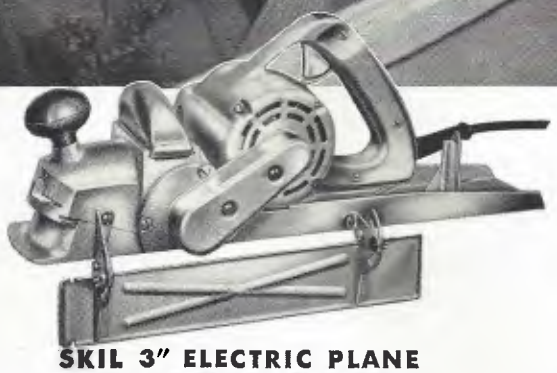
Located at the same address is Mr. McClernon's son, Robert J., operating McClernon's Agency, Inc., representing manufacturers in the sales of Interlux paints, metal products and wind incators.

By Jim Emmett

"Our SKIL Planes have boosted many boat production operations as much as 10 times"

says Paul Morris, Co-Owner, Morris, Inc., Everett, Washington builders of Bryant Pleasure Craft

Paul Morris is another of a growing list of boat builders who have become enthusiastic about SKIL planes. "Our SKIL Electric Planes have become the most used tools in the shop," he reports. "Our use of chippers, slicks, and adz are just about a thing of the past. These SKIL Planes have helped us increase our production on certain operations as much as ten times."



SKIL 3" ELECTRIC PLANE

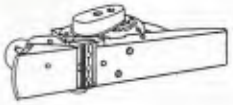
SKIL PORTABLE TOOLS

Made only by SKIL Corporation, formerly SKILSAW, Inc.
5033 Elston Ave., Chicago 30, Ill., 3601 Dundas Street West, Toronto 9, Ontario
Factory Branches in All Leading Cities

See what this *plus-power, low cost* plane can do for you!

Combination Use: Edging or surface planing may be performed equally well. Motor balanced over work makes performance easy in any position.

Tooth-Belt Drive: Noiseless; absorbs shock, tough . . . yet easily replaced. Needs no oiling!



Straight Cutters: Simple to sharpen, easier, less expensive to replace than curved cutters.

Reversible Chip Deflector: Convenient, easy to change.

Bevel Guide: 90° adjustment for 45° right or left bevel.

Widest Cut: Only 3" plane available at this low price.

Click-Stop Depth Adjustment: Located for quick, easy setting of 1/64" calibrations from 0 to ⅛".

All Ball-Bearings: REQUIRES NO LUBRICATION or MAINTENANCE.

SEE YOUR DISTRIBUTOR FOR COMPLETE INFORMATION OR CALL YOUR NEARBY SKIL FACTORY BRANCH

More Data No., Skill 132

NEWS FROM THE DEALERS

Lee Siebert Opens Kansas Branch Of Kansas City, Mo. United Marine Co.

UNITED MARINE CO. recently opened a Kansas City, Kan. branch. Headquarters of the firm is at 3811 East 67th St. at Swope Parkway, Kansas City, Mo. Lee S. Siebert, president of the firm also operates a branch at Springfield, Mo. Seibert founded the business in 1946 after being released from the Navy, according to a recent news item in the Kansas City Star.

Lee McClain, manager of the new Kansas City, Kan. branch of United Marine Co., (L) stands with United's president, Lee Siebert, after their return from visit to Kiekhaefer-Mercury plant, recently.

Lee McClain is manager of the new Kansas City operation which occupies 7,400 sq. ft. of space at 1817 Minnesota St., formerly occupied by a lumber company. The new location will stock boats, motors, trailers and marine accessories and will provide additional area for storage of boats and motors. Outside storage and parking space totals 28,000 sq. ft. The new branch is known as the United Marine Co. of Kansas, Inc.

United Marine is distributor for Yellow Jacket boats, Michigan propellers, Pettit paints and varnishes and a wide line of marine hardware and accessories, as well as a line of chain saws, power mowers and other power equipment. United is also Midwest distributor for Mercury motors.

Only recently, Siebert and McClain flew to Fond du Lac, Wis., home of Kiekhaefer-Mercury motors. They brought back the first of the new Mark 75s—powerful, new 60 hp Mercury—so that it could be demonstrated at the firm's eighth annual dealer meeting.

Tradewinds Marine Sales And Service Chris-Craft Dealer In Little Rock

CHRIS-CRAFT IS THE BIG NAME in the stock featured at Tradewinds Marine Sales and Service, owned by Nevil C. Withrow, Jr., and currently in its second year of existence at 1401 Cantrell Rd. in Little Rock, Ark.

Chris-Craft's motors and boat kits rate prominent spots in the Tradewinds display setup, along with Alcort boats and kits; kits by McKean; Perko hardware; Du-Pont paints, and a line of water skis and surfboards. Perry Young is Withrow's right-hand man in charge of sales proceedings.

Because of the heavy concentration of kits, the store provides space for construction of the do-it-yourself craft under expert supervision.

The Cantrell Rd. location, on which there is a pair of 40′ by 80′ buildings, is the sole one for Tradewinds at this time. Withrow is formulating plans to open a branch soon on the new Maumill Lake site some 15 miles distant.

New Virginia Marina Opened Features Both Sales & Service

H. L. ARNEST, JR. has put in an up-to-date marina at Kinsale, Va. to take advantage of the Northern Neck's growing interest in outboarding. Located adjacent to the village's public dock the new installation comprises a fuel dock with small-boat slips, a storage and display building alongside, and on the bank above an office and marine supply store with a soda fountain in connection. An electric hoist is used to unload boats from trailers and there is a concrete launching ramp.

Kinsdale marina is a Johnson outboard motor dealer and features complete service with an expert mechanic available at all times. Albright and Trojan lines are handled, used boats are dealt in, and some building to order will be done. The fall sales program wisely featured both commercial and pleasure uses for outboards. Large motors were suggested for the crabbers and oystermen of the section and 3 and 5½ hp. models for use on hunting boats.

By Jim Emmett

Lumber Co.'s Boat 'Sideline' Proves Profitable Venture

BOATS AS A SIDELINE are successfully being used by a Southern California lumberyard. These boats are the only sideline. The firm stocks no other marine accessories or equipment.

It's a lumber company yard shown here, as the sign clearly indicates. The boat seen isn't accidental, though. The firm has a lively marine business going right along with its lumber sales.

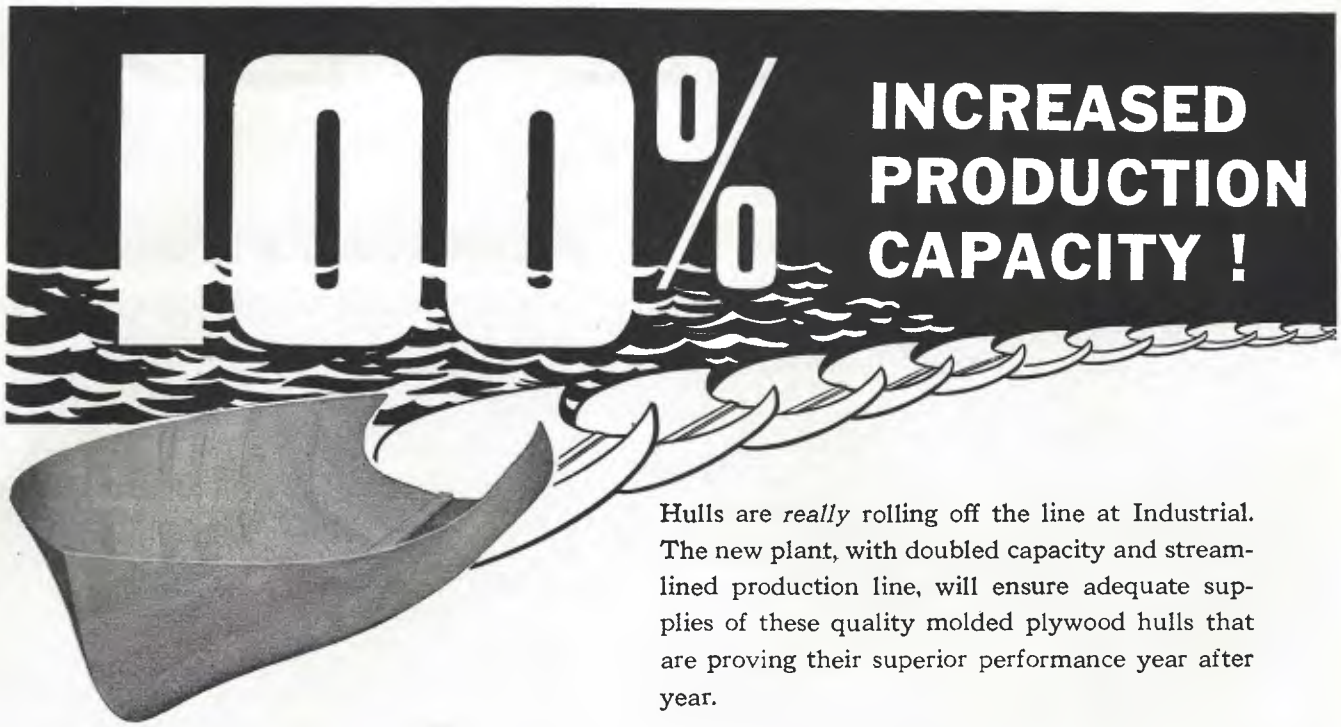
"We've displayed them under an open shed, close to the main highway," says Dick Hamilton, manager of Farmers Lumber & Supply Company, 11625 Lakewood Blvd., Downey, Calif. "Because of the location, motorists can't help but see them as they drive by. This means they know we have boats, and when they're in the market for one a lot of them drop in."

Regular customers also are good prospects. Not only they themselves, but friends who are looking for a boat are informed of the ones at Farmers.

Boats are an unusual item of stock for a lumberyard. Farmers Lumber & Supply Company got into the business when owner, Bob Alley, decided on one for himself. He found that if he put in a small stock, he could get the one for himself much cheaper.

"This proved to be a good thing," explains Alley. "In fact, next spring the stock will be at least doubled."

100% INCREASED PRODUCTION CAPACITY !



Hulls are *really* rolling off the line at Industrial. The new plant, with doubled capacity and streamlined production line, will ensure adequate supplies of these quality molded plywood hulls that are proving their superior performance year after year.

This is great news for boat builders using Industrial's molded birch plywood hulls . . . hulls which have gained their worldwide reputation *only* because they have what it takes in both quality and price.

NOTE AND REMEMBER INDUSTRIAL'S EXCLUSIVE FEATURES:—

1. **LIGHTNESS**
   ¼" to ⅜" sides and bottom, 4-6 plys depending on size and model.
2. **TOUGHNESS**
   Tests prove they have five times the strength of traditionally built hulls of the same weight.
3. **SAFETY**
   Will not capsize or swamp even in sharp turns at high speed or in rough seas.
4. **SPEED**
   Winners of international fame in countless fresh and salt-water speed and endurance tests.
5. **PLANING BOTTOMS**
   Smallest wetted area in every weight and size classification.
6. **ROT RESISTANCE**
   Manufactured to resist fungus, marine borers, barnacles and other marine growths.
7. **MODERN DESIGNS**
   Created by some of the world's best-known small boat designers.
8. **VIBRATION-FREE**
   Strength and rigidity reduce vibration even with highest powered motors.
9. **LEAK PROOF**
   Seamless construction guarantees permanently dry bilges.
10. **EASY REPAIRS**
    Hulls are resilient and not readily damaged. Repairs can be made easily even by amateurs.
11. **WIDE SELECTION**
    Ten Ocean-tested designs for all uses, all tastes, from 11 to 19½ feet.
12. **LOW COST**
    Far below the cost of comparable quality hulls built by other methods or materials.

INDUSTRIAL SHIPPING COMPANY LIMITED

MAHONE BAY, NOVA SCOTIA, CANADA

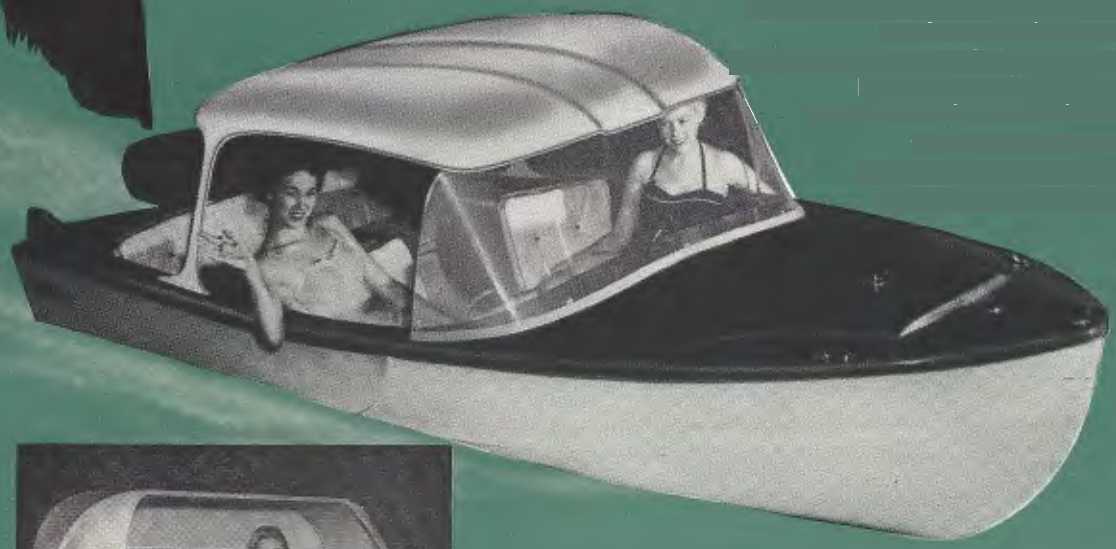
More Data No., Industrial Shipping 133

DEL-TEX

The

America's finest

New Boat Tops



The Del-Tex 1957 line is truly one of the outstanding achievements of the marine industry with more new ideas . . . more new products than ever before.

Del-Tex has set unparalleled records of the newest and fastest selling products in the marine industry . . . This year's line is already breaking previous precedents.

If you are already a Del-Tex dealer . . . or if you haven't as yet sold Del-Tex quality products, be sure you see the entire 1957 line at the Chicago show. Literature and dealer prices are now available.

More Data No., Del-Tex 134

Aqua–dynamic Line for '57

Quality Line of Marine Accessories

New Boat Windshields

Fold

See the entire DEL-TEX line

CHICAGO BOAT SHOW

DEL-TEX

More Data No., Del-Tex 134

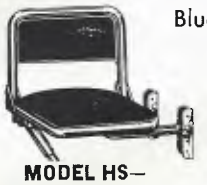
You get more sales - more satisfied customers - more profit margin - with Garelick "Eez In" Marine Products

More Data No., Garelick 135

EEz-In HELMSMAN SEATS

Full Cushion Comfort!

All the comfort, beauty and luxury of seats much higher priced. Lightweight—durable construction of aluminum with Marine plywood. Naughahyde upholstered Blue, Grey, Green, Red.



MODEL HS—
Size 18"x15" . . $32

MODEL HS2
Size 28"x15" . . $42

HELMSMAN FOOT REST
For use with seats shown
15 in. width $9.95
18 in. width $10.95

MODEL DHS
Size 18" x 15"
$48.00

MODEL DHS 2
Size 28" x 15"
$58.00

GARELICK MFG. CO.
St. Paul Park, BI-1 Minnesota

EEz-In YACHT CHAIRS

Red Blue Green Yellow

- **Six rubber cushioned legs for extreme firmness, sure footing, and non-tilting.**

Model YC **$21**

Serving Trays optional. **$3**

GARELICK MFG. CO.
St. Paul Park, BI-1 Minnesota

EEz-In MASTS

Beautifully streamlined 18 inch chrome-like aluminum red and green fresnel lensed light in base for bow or 360° light on top

Model BLM—$19.50
(Bow Light Type)

Model BM—$19.50
(360° light type)

Beautiful Cruiser Masts · 3 ft. High $32.50

MAST ADAPTER

Chrome-like Aluminum. For bow lights with flag pole sockets. Unique fitting secures into your bow light with flag pole sockets ranging from ⅝" to 1". Complete with flag hooks. 16 inch size. MODEL BAM **$7.95**

FLAGPOLE

Aluminum—18 inches long. Expanding fitting secures flagpole in socket holes from ⅝" to 1" diameter.

Model FP **$2.95**

GARELICK MFG. CO.
St. Paul Park, BI-1 Minnesota

EEz-In AQUA WINDSHIELDS

"CITATION"
MODELS

Futuristic Design Available Today!

- Adjustable Air Vents
- Extruded Aluminum Frame
- ¼" Plexiglas

- **Vacuum formed • Distortion free • Easy to install**
- **New type mounting • No brackets necessary . . .**

Arc is 25" with 18" height

For Decks	Model	List Price
53" to 57"	C1855	$74.50
58" to 62"	C1860	79.50
63" to 67"	C1865	84.50
68" to 72"	C1870	89.50

A Complete Line Of The Finest

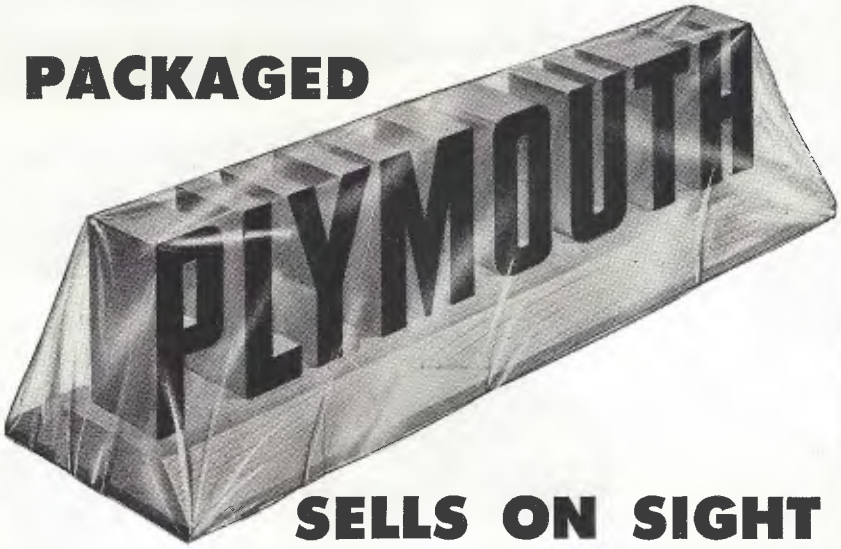
PANORAMIC FULL WRAP-AROUNDS

For all boats . . . $29.50 up

GARELICK MFG. CO.
St. Paul Park, BI-1 Minnesota

More Data No., Garelick 135

PACKAGED



SELLS ON SIGHT

The eye-appeal, buy-appeal of packaged Plymouth will give a tremendous boost to your rope sales—in many cases even doubling or tripling sales at no extra selling cost to you. Here's how Plymouth does it.

NEW PACKAGES. Each Plymouth yachting line is individually packaged in gleaming cellophane to sell on sight. Inventory is low, turnover high. If you prefer, sell Plymouth from the spool.

NEW PRODUCTS. The finest ropes available in manila, nylon, dacron, linen, Italian hemp and polyethylene for rigging, anchoring, mooring, water-skiing, motor starting. In fact, there's a Plymouth rope for every yachting need.

NATIONAL ADVERTISING. Two-page spreads and single pages in *Yachting, Sea & Pacific Motor Boat* and *Motor Boating* tell your customers to "Buy Plymouth, The Rope You Can Trust."

TODAY. Call your supplier. Ask him to show you the displays and packaging best suited for your particular store. See the banners, direct mail pieces and seasonal sales plans designed to help you sell more. Make this winning move—buy the complete Plymouth yachting line and make your yachting rope sales ring up maximum profits. If you don't know the name of a Plymouth Distributor, just write:

Plymouth Cordage Company

PLYMOUTH, MASSACHUSETTS

NEW ORLEANS, LOUISIANA

NYLON YACHT ROPE

High tensile strength, long-lasting rope. Because it's so strong and requires no preservative, it makes the easiest-riding mooring and anchor line yet developed.

WATER SKI ROPE

Three rope types available, Yacht Manila, Linen and Polyethylene. Each towline 75' long with 5" eye for towing, and a 12" wood handle.

PLYMOUTH TRADE MARK

More Data No., Plymouth Cordage 136

YACHT MANILA ROPE

Made from very choicest of manila fibers. Excellent for sheets, halyards and all other running rigging of yachts and other pleasure craft.

LINEN YACHT ROPE

A soft, smooth, white rope made from fine yarns spun from carefully chosen flax. A new treatment gives it water resistance and flexibility even when wet.

DACRON YACHT ROPE

A high tensile strength rope. Resists rot, teredo and other marine microorganisms. Elasticity is less than half that of nylon rope, slightly more than manila.

PLYMOUTH SHIP BRAND MANILA ANCHOR LINE

A specially treated rope for anchor lines. Takes up almost no water at all, is mildew proof and long wearing. Stays easy to handle when wet.

ALL PLYMOUTH PACKAGED ROPES

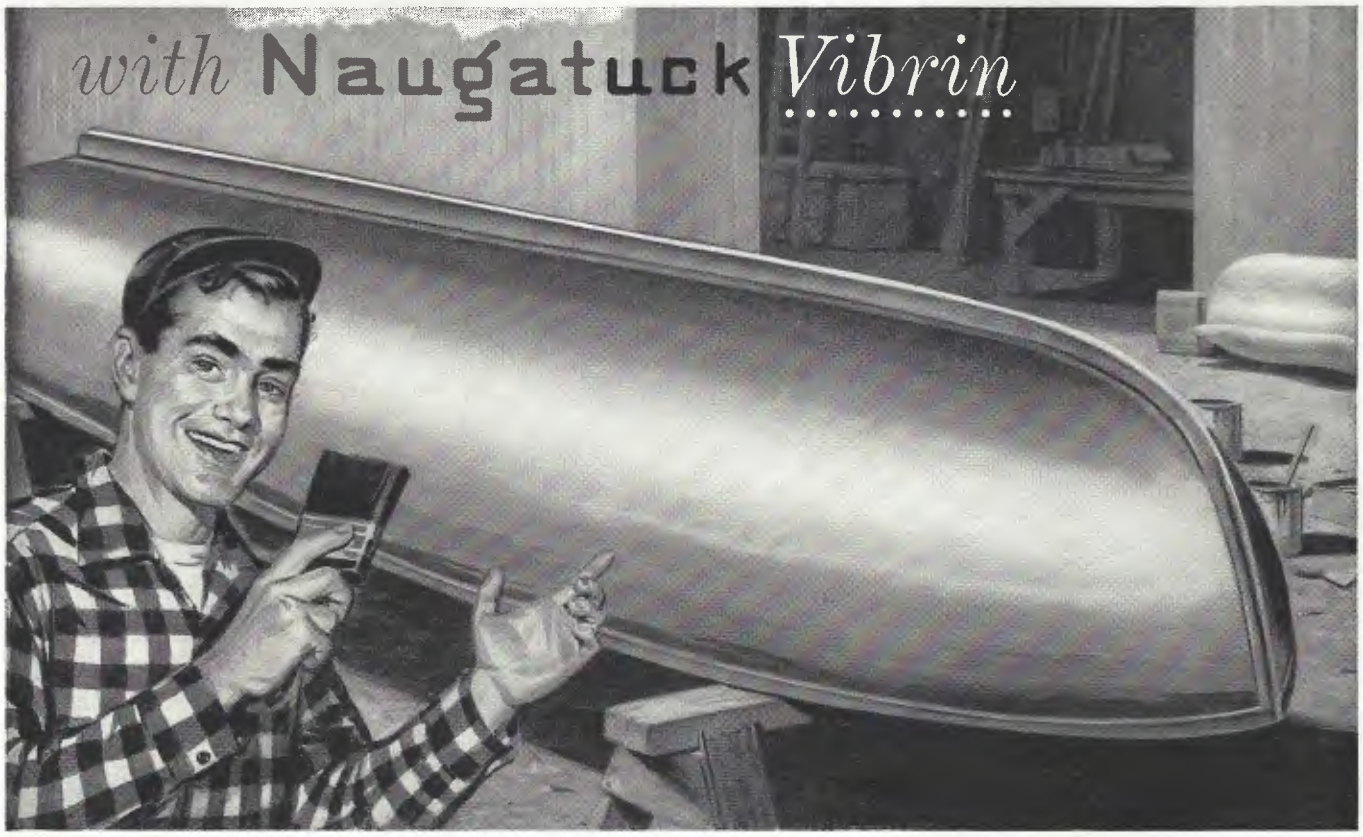
Come in attractive display coils of 50' and 100'; 1/4", 5/16", 3/8", and 1/2" dia. Standard shipping cartons of 1/4", 5/16" and 3/8" contain 3-100' coils or 6-50' coils; 1/2" dia. contain 2-100' coils or 4-50' coils.

NYLON STARTER ROPES

Will outwear 5 cotton starter ropes. Comes packaged, 12 ropes to an attractive display carton. Each nylon starter rope 3' long complete with smooth wood handle.

More Data No., Plymouth Cordage 136

boat builders... kit manufacturers earn more... recondition old hulls...



There's many an old hull that could be over deep water, had it a surface of that new special boat-covering Vibrin® resin. Boat builders, Kit manufacturers, there's profit in it for you and satisfaction for your customers ... here's the story...

A uniform layer of glass fibers and a *special Vibrin* polyester resin may be laid up by hand over an old hull and permanently fused to it. It quickly and economically reconditions battered and beaten boats.

Resistant to impact and splintering, the Vibrin surface becomes a strong seamless unit that never needs caulking—that is leakproof and rotproof.

Also available from Naugatuck are:
1. Special Vibrin resins for all types of reinforced plastic boat manufacturing. 2. Parting Agent. 3. Shell Coat.

Come to your specialist in the boat resin business for technical information and assistance. Write today for your copy of Naugatuck's booklet, "Vibrin Boat Covering Resin".

United States Rubber

Naugatuck Chemical Division

Naugatuck, Connecticut

BRANCHES: Akron • Boston • Gastonia, N.C. • Chicago • Los Angeles • Memphis • New York • Philadelphia • IN CANADA: Naugatuck Chemicals, Elmira, Ontario
Rubber Chemicals • Synthetic Rubber • Plastics • Agricultural Chemicals • Reclaimed Rubber • Latices • Cable Address: Rubexport, N. Y.

More Data No., U. S. Rubber 137

ATTWOOD

DOES IT AGAIN.....

with a brilliant line of "firsts" for '57

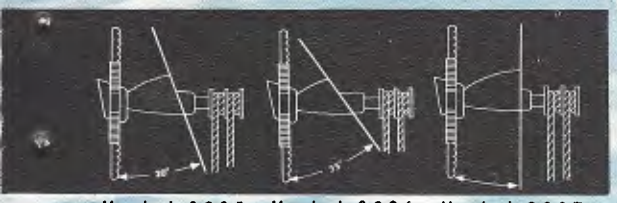
bright new two-tone regatta colors

SEAFLITE

STEERING WHEEL

The finest thing in wheels and unquestionably the most handsome. The swept-back spoke, hooded medallion and sleek lines set it apart from all other wheels. New-styled grips assure secure, comfortable gripping. And a rich chrome finish highlights the wheel housing. Completely equipped with nylon bearings at all bearing surfaces for years of trouble-free service. Lively Regatta two-tone color styling: with choice of Red, Blue, Gold, Dark Green, Light Green, Black or Bronze with Ivory accents, also Solid Ivory.

(Available January 1)

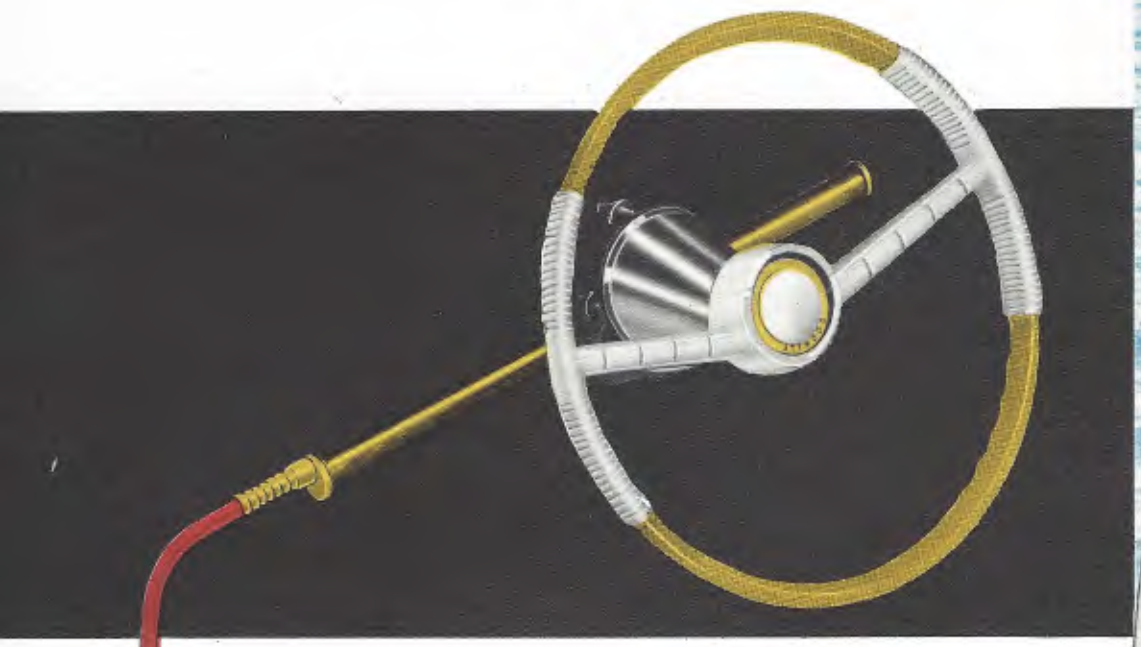


Model 8025 mounts at 20° angle from vertical dash for easy handling.

Model 8026 mounts at 35° angle from vertical dash for added knee room.

Model 8027 mounts parallel to dash.

ATTWOOD *creates the answer to outboard steering!*



NEW *SEAFLITE* AUTOPILOT

OVERCOMES MOTOR "PULL" — STEERS TRUE COURSE EASILY

Overcomes Motor "Pull"— keeps boat on true course; turn port or starboard with equal ease.

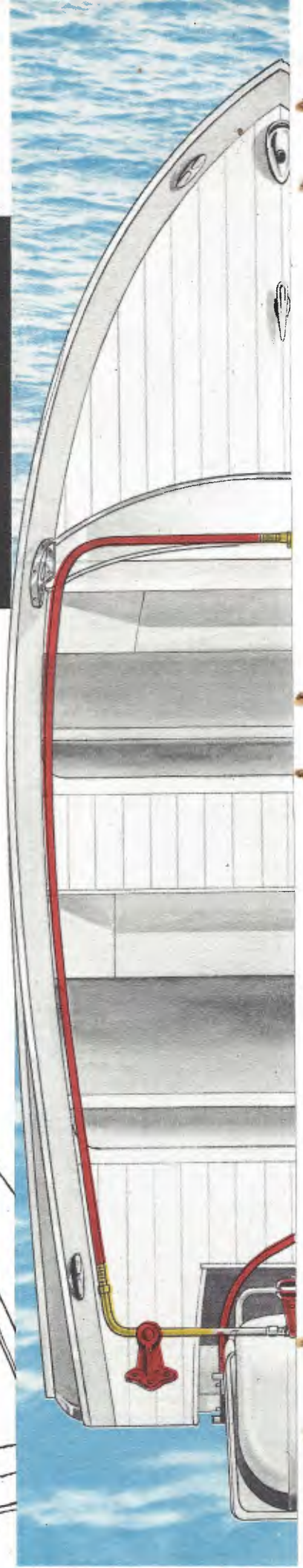
New Co-Pilot Device — adjusts wheel tension, you select the exact wheel firmness you desire.

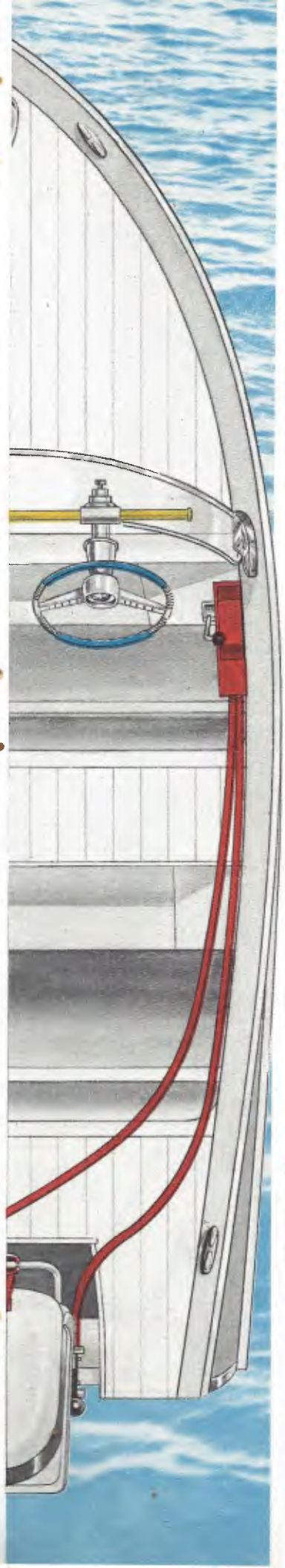
Feather - Light Operation—The unique design makes possible instant response at a touch.

Steering an outboard is child's play with the thrilling new Seaflite Autopilot — the only steering unit on the market that assures easy, carefree maneuverability even at high speeds. It automatically overcomes propeller torque and eliminates difficult high speed turns. And its new co-pilot device lets you select the exact wheel firmness you desire. This new, compact, *fully automatic* device is equipped with cable and connections of polyethylene, brass and stainless steel for dependable service in fresh or salt water. Its simplicity of design cuts installation time by 75 percent.

(Available January 1)

Part No. 8050 Patent Pending





here's ATTWOOD'S *big surprise for '57*

NEW SINGLE LEVER

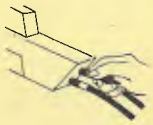
SEAFLITE THROTTLE AND SHIFT CONTROL

GREATEST SINGLE IMPROVEMENT EVER MADE IN REMOTE CONTROLS

Here it is — the first SINGLE LEVER control to give you smooth, positive coordination of shifting and throttling — with amazing ease. Now docking and close-quarter handling of outboards is made simple and sure . . . reversing or motor idling is effortless. No worry about losing control, shifting at high throttle speed or breaking cables. With Attwood's compact SINGLE LEVER unit you can't go wrong. It's made for long life, too, cable parts of polyethylene, brass and stainless steel for rugged service in fresh or salt water. Attwood's SINGLE LEVER control gives you a wonderful new experience in outboard handling. See it at your dealers.

Docking and close-quarter handling are easy with this SINGLE LEVER control — by automatically coordinating shift and throttle.

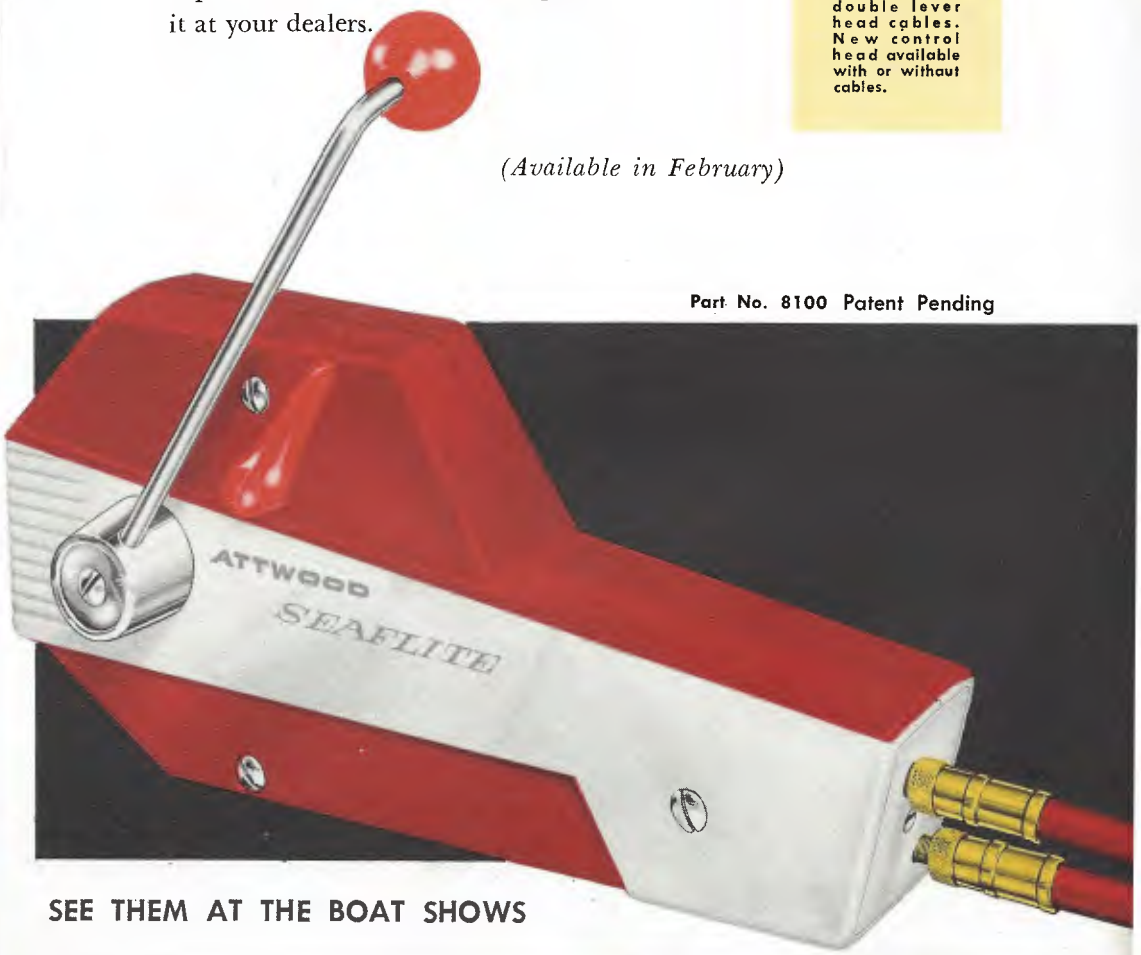
Requires no engine alteration. Fits all makes and nearly all models.



Cables are interchangeable with old-style double lever head cables. New control head available with or without cables.

(Available in February)

Part No. 8100 Patent Pending



SEE THEM AT THE BOAT SHOWS

the line that stole the show in '56
even more exciting in '57

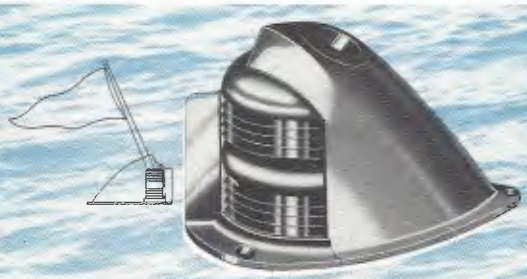
ATTWOOD

SEAFLITE

FITTINGS

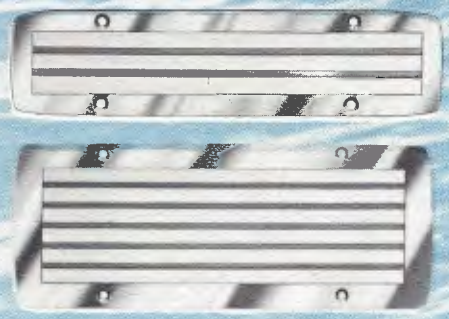
ATTWOOD BRASS WORKS

Grand Rapids 2, Michigan



No. 8020 This deftly curved Seaflite Bow Light is big, brilliant and built for years of rugged sea duty. It's the year's brightest boating value, handsomely styled and generously sized. It's equipped with removable socket for flagpole mounting and rebulbing.

No. 8000 Seaflite Bow Light has smooth, flowing lines, sleek, forward-sweeping design. Can also serve as a center deck cleat.



No. 8006 This new, good-looking 2-inch wide Seaflite Step Pad is designed for narrow gunwales where step pads are a problem. Chrome with colored rubber inserts — red, black or white.

No. 8007 New 3½ inch Step Pad and Frame with same color choices.

No. 8004 Bow Handle is sleekly styled with daring, dashing seaborne lines. Its smooth-flowing design and generous proportion highlight the bow of any boat.

No. 8001 Restyled Seaflite Stern Handle has finest streamlined styling and a new smooth gripping surface on underside.

No. 8002 Another functional Seaflite Stern Cleat— this one four inches — to add a touch of distinction to any boat.

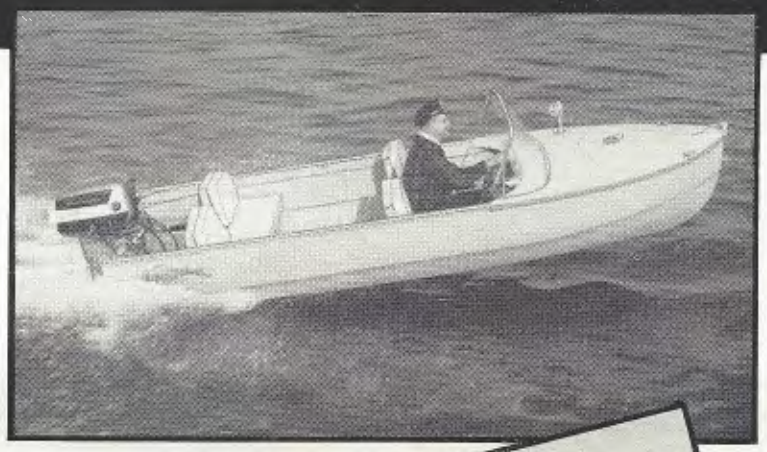
No. 8031 New Seaflite Ski Tow Hook is specially designed to hold rope firmly in hook, yet it can be released with a flick of the finger.

No. 8003 Seaflite Bow Chocks of clean, distinctive design are as stunning as they are sturdy.

No. 8005 New six-inch Seaflite Cleat, designed for center deck mounting, has flaring, modern lines as modern as the day after tomorrow.

NEW! The Trailer Mate

It's fiberglass! It's convertible! Here is the latest from TOMAHAWK—a 15-foot boat that can be converted into a snappy runabout with the addition of fiberglass deck, step-through back rests and steerer mount —customer can buy the open boat, use it as is—when he is ready he simply gets the extra accessories FROM THE DEALER —they can be installed in minutes! Lower inventory and extra volume for the dealer! This is the boat designed with the dealer in mind!



The Car Mates →

Here is another of the sensational Tomahawk line—the fiberglass Car Mate—in 14-foot or 12-foot length. Perfect for fishing, hunting, or cruising. Lightweight, no maintenance—molded-in flotation. Introduced last year, the Car Mate has already made history as a fast-selling boat.

You can stand behind EVERY TOMAHAWK YOU SELL!

Tomahawk Boats offer the utmost in performance, beauty and quality! Their exclusive design, tested under all conditions, assures top service for years and years of boating pleasure. They deliver a comfortable ride, spray-free and quiet . . . big boat comfort and small boat maneuverability. It's no wonder that the Tomahawk dealer organization is growing every year!

SEE TOMORROW'S DESIGN TODAY

WRITE NOW FOR AVAILABLE TERRITORIES, LITERATURE AND PRICE SCHEDULE!

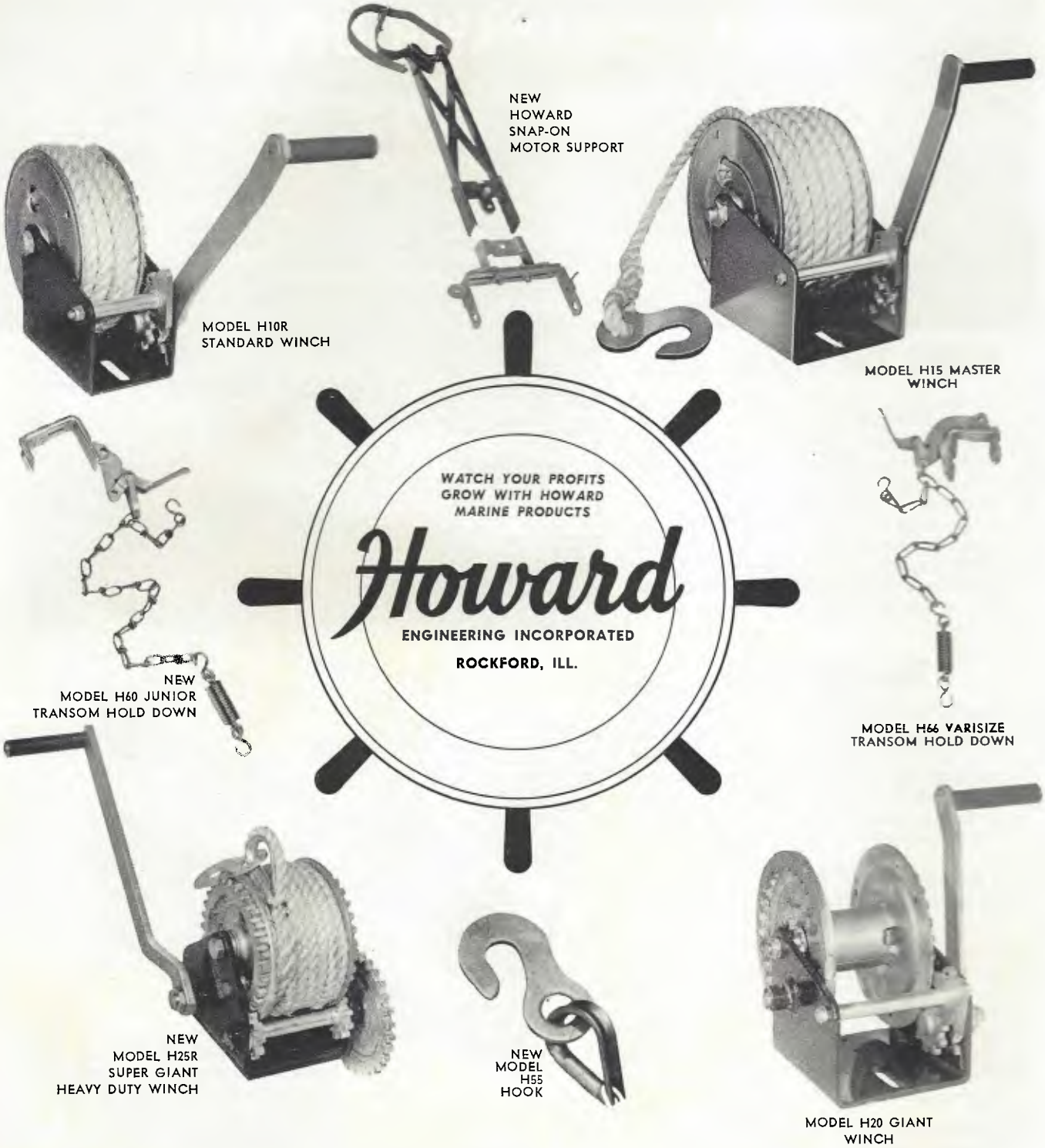
Tomahawk Boats

TOMAHAWK, WISCONSIN

"Ask no Favor in Any Competition"

More Data No., Tomahawk Boats 140

STEER A TRUE COURSE WITH EXCLUSIVE PRODUCTS FOR THE MARINE TRADE.



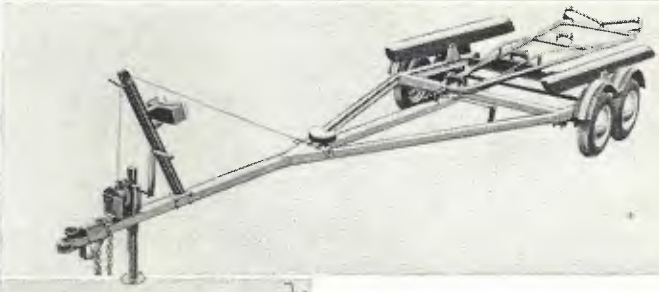
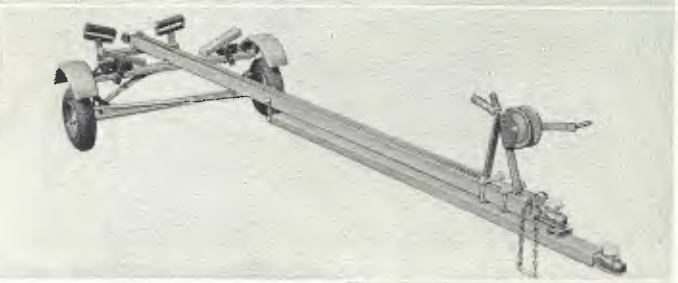
Exclusive Marine Products Sold And Used By The World's Leading Manufacturers, Dealers And Sportsmen

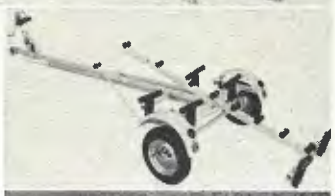
PATENTS APPLIED FOR

OUTBOARD BOATING CLUB OBC OF AMERICA

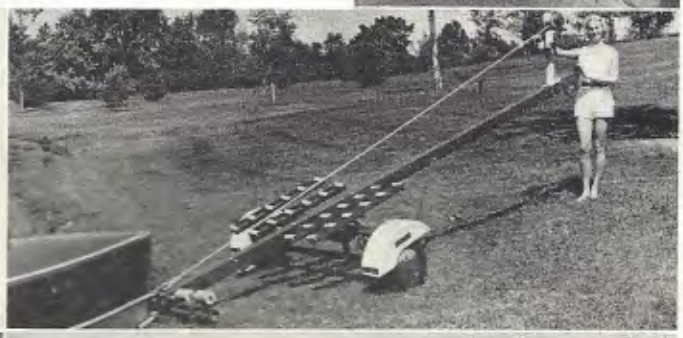
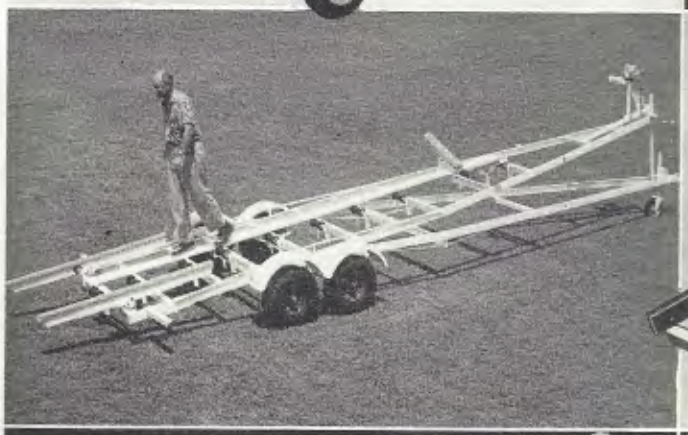
MANUFACTURERS OF SAFETY PROVED MARINE ACCESSORIES

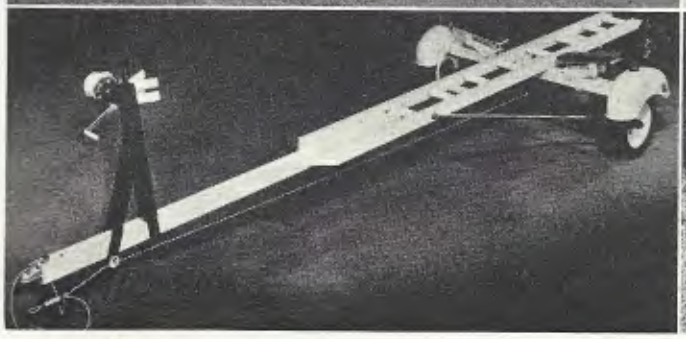
More Data No., Howard Engineering 141



1957
THE YEAR FOR NEW
BOAT TRAILERS



Little Dude

Little Dude has announced an expanded '57 trailer line with emphasis on extra capacity, improved styling and "boat comfort." The Fort Worth, Texas manufacturer stated that the new line will once more feature its "Original Rocking Boom" as standard equipment.

Little Dude trailers have emphasis on capacity, ease of loading and launching. Youngster demonstrates "easy launching."

Little Dude's engineers have placed a great deal of emphasis on capacity, according to the firm, enabling boaters to trailer heavier boats and bigger motors. Special models for extra-wide and over-sized boats are offered in every range. Transom support to compensate for heavy motors has been strengthened on all models.

Care of the boat hull has come in for attention at Little Dude, too. Now for the first time, the firm will fashion all the supports of laminated foam rubber. President W. R. Cowan predicted that this feature will make a big hit with boat owners who have been concerned with rough knocks absorbed by their boats, especially on long trips.

"With the new models, every boat floats on a sea of foam rubber," said Cowan.

Little Dude has gone all-out in stepping up eye-appeal of the '57 models. New styling of fenders adds a modern touch, as does the sleek new enclosed winch post. Heavy chrome hubcaps spice the new Little Dude lines. Every model has new demountable wheels.

The 1957 lineup includes 24 models for outboards and inboards, ranging from the little A-14 with a capacity of 600 lbs. to the big D-21, giant carrier designed to handle over an 80″ beam on a 22′ boat and a 3,000 lb. load. Little Dude offers a trailer to fit any boat in between and several custom models for unusual boats.

For More Information Write No. 896 on "More Data Card"

Ramsey

A new line of Ramsey Aqualand trailers debuts this month. Shown here is one of the Aqualand line.

One of the new Ramsey Aqualand trailers to be debuted this winter is the new model 15, designed to carry up to 16′ boats with motor on the transom.

The tilt bed trailer is mounted on a solid steel drop forged torsion spring axle of 1,000 lb. capacity. It features the same high safety factor associated with other Ramsey trailers, according to the Philadelphia, Pa. firm.

The frame is constructed of square mechanical tubing and is fully seam-welded at all joints. Keel, transom and chine rollers support the boat on the trailer and make loading and launching easy, says Ramsey.

Demountable wheels of three optional sizes are mounted on BT8 or CT40 tapered spindles to assure safety and performance even when trailer is carrying capacity load.

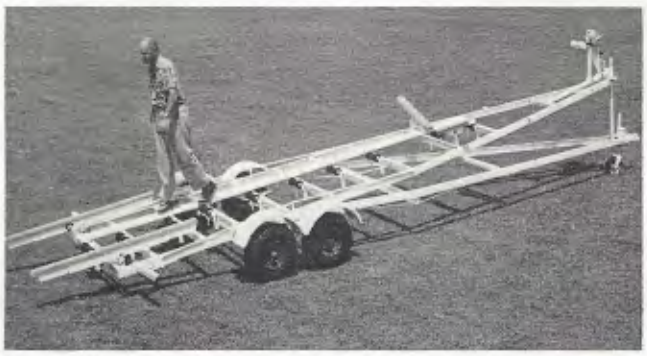
The new Ramsey model is available equipped with the optional geared winch and tie-downs or without these accessories.

Other 1957 Ramsey models include an 18′ tandem and a 20′ tandem of 3,000 lb. capacity. Each of these models has a truck type box section frame. There's also a 20-footer and a 22-footer—both tandem units, equipped with electric brake controls and safety locks, and each with 6,000 lb. capacity.

For More Information Write No. 897 on "More Data Card"

Peterson - Gator

Having ridden the tide of increasing public awareness of the advantages of trailer ownership to a sales increase of more than 50 per cent in 1956, Peterson Bros., Inc., just this month established a warehousing program in Reno, Nev., for distribution of its 10-trailer Gator line to west coast dealers in 1957.



Wet feet when launching or loading is a thing of the past with Peterson Bros.' new walkboard, available on eight of the firm's '57 models including this Gator Model 522 for craft of 2,900 lbs.

The Gator models will serve for the transportation and launching of craft in a size range from dinghies to 23-footers; four of them feature trigger-action launching, a foot-pedal arrangement which makes possible swifter one-person launching of boats up to 17′ with negligible physical effort.

Other innovations include the elimination of "tongue-tussle" by reason of the fact that there is no dual tongue to fly upward in tilting the frame and the winch remains stationary at normal hand-level in launching and loading; introduction of special trailers for 16′ and 17′ light cruisers and extremely broad-beamed runabouts, and elimination of wading through a walkboard which stretches to the rear of the trailers.

The four trigger-action Gators are the 214, a 700-pound capacity model for 14′ boats with motor on the transom; 216, for 16-footers with motors mounted and weighing no more than 800 pounds; the 416, for 16′ light cruisers and large runabouts 1,000 pounds and under, and the 417 for 17-footers in the same categories and weighing up to 1,200 pounds.

(Continued on page 304)

Thunderbird

FIBERGLAS BOATS

21' "APACHE" SEDAN CRUISER

THUNDERBIRD OFFERS YOU THESE ADVANTAGES:

- **A Complete Line of Boats from a 14' Utility to the Most Complete 21' Outboard Cruiser on the Market.**
- **Proven All Fiberglas Construction.**
- **All Models Are Cole designs — Their Performance Is Excellent.**
- **A Factory Warranty That Really Means Something.**
- **Protected Territories.**

17' "WARRIOR" CRUISING RUNABOUT

15' "CHIEF" DELUX RUNABOUT

15' "FLAMINGO" DELUXE FISHERMAN

14' "BRAVE" UTILITY

see us at Chicago Boat show booths 1064 - 1065

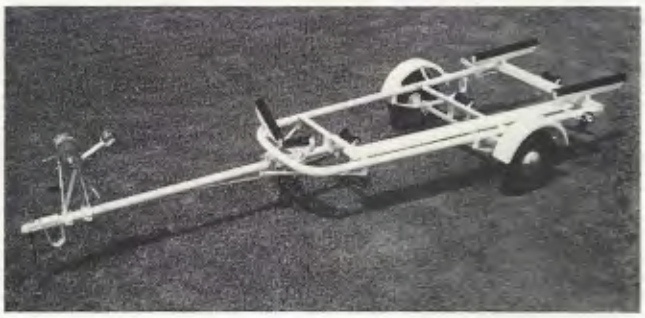
PLASTIC FABRICATIONS, INC.

940 S. W. 69 AVE. • MIAMI, FLA.

More Data No., Plastic Fabrications 142

PETERSON

(Continued from page 302)



This Model 214 is another Gator trailer featuring tilt-system, mechanized transom cradles, adjustable rollers, walkboard and equalized hull support.

Included in the quartet for outboard cruisers and semi-cruisers 18′ and longer—a quartet equipped with mechanized power gear which facilitates loading and launching of boats as heavy as 2,900 pounds by one man—are the 518 for 17- and 18-footers; the 520 for 20′ vessels; the 521, for those 21′, and the 522 for the 22′ and 23′ models. The tilting equipment consists of a tilt jack, multiple guide rollers, and a 40-to-1 force ratio heavy-duty winch.

For boats in the 10′ to 14′ class without motors on the transom, the Jacksonville, Fla., firm produces the Model 114 with a 350-pound capacity, and the Model 212—for 12-footers with a motor or 14-footers without —has a capacity of 450 pounds.

The Gator line—the world's largest, according to Peterson—is embellished by a series of stock inboard trailers designed for more than 30 specific models of runabouts and cruisers plus inboard models for 14′ to 27′ boats and yet other units designed for Lightning and Thistle class sailboats.

Among standard advantages in the '57 Gator line are mechanized transom cradles which facilitate the launch-load process on free-running guide rollers by dropping free of the hull; self-adjusting bow cradles; fully adjustable guide (keel) rollers; equalized hull support; demountable wheels with Timken bearings, and high-speed tires.

For More Information Write No. 898 on "More Data Card"

Little Skipper

Only a few minor adjustments are all that is required to tailor a Skippercraft to fit an individual boat, says the Skippercraft Boat & Trailer Works of Nashville, Tenn. of its six model line of boat trailers.

These trailers are produced in models to haul anything from a pram to a cruiser. The model 1012 — smallest in the line — has a carrying capacity of 500 lbs. and will handle boats up to 12′ in length. The model 1416 A — largest in the fleet — has a carrying capacity of 750 lbs. to 1200 lbs. and will carry boats up to 16′ in length.

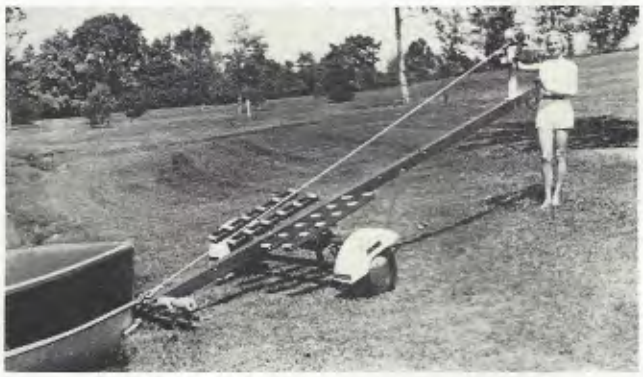
All trailer accessories are available for these trailers and can be used on any one of the six models in the Little Skipper Line. Full information and details regarding these trailers will be supplied by the manufacturer upon request.

For More Information Write No. 899 on "More Data Card"

Holsclaw

The new line of Holsclaw boat trailers which the manufacturing firm of Holsclaw Bros., Inc. of Evansville, Ind. will introduce to the trade in 1957 includes models with carrying capacities from 400 lbs. to 1950 lbs. and for boats to 21′ in length.

Many outstanding features have been provided in this new line such as heavier, lower axles—one of the most powerful on any boat trailer being offered today. They have heavier and deeper tongues in order to accommodate today's larger and heavier boat and motor combinations. This tongue feature combines with new variable pitch springs said to give a soft ride to a light boat as well as to heavier models.



Trailer shows series of longitudinal rollers which is new feature of Holsclaw design.

Still another new feature are the longitudinal roller supports that will support and protect the planing surface of the boat and to make loading and launching easier (this is said to be another first by Holsclaw). The new tilt-type tongue that can be installed on any Holsclaw trailer will also be offered this year. This tongue is a necessity for various unusual loading conditions, reports the manufacturer.

The same high-quality material and workmanship is used on all models in the line and each trailer is designed to protect the boat under all conditions. Holsclaw's 37 years of quality boat trailer production assures continued satisfaction.

Holsclaw also offers a complete line of boat trailer accessories. One of the most outstanding is its outboard motor support. This unit transfers the load of the motor from the boat transom to the trailer itself, say its designers.

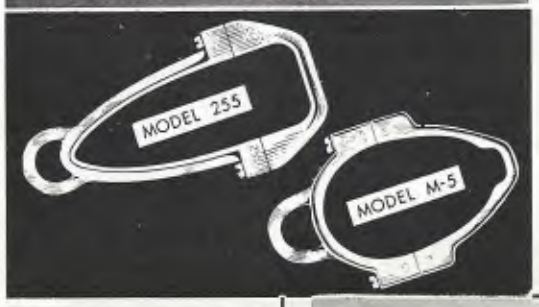
For More Information Write No. 900 on "More Data Card"

Lone Star

Here's Lone Star's Road King, with load capacity rated at 1,000 lbs. It's designed for 14′ to 16′ craft.

The 1957 functionally-new line of Lone Star precision-built trailers offers a complete selection of four models to fit all outboards from 12′ to 23′ in length. They're

(Continued on page 306)



Fifty thousand users have proved the MADISON HITCH is the safe, sensible way to tow water skis and aquaplanes. The improved hookup keeps the tow line out of the boat — protects the transom — eliminates off-center towing. Will not affect steering, control or power of motor. Quickly attached — all metal — rustproof — rubber lined.

SEVEN MODELS FIT MOST POPULAR MOTORS

Model No. 25 — 1951-54 25 H.P. Evinrude and Johnson.

Model No. 255 — 1955-57 25, 30, 35 H.P. Evinrude and Johnson. 1955-57 22 and 25 H.P. Sea King. 1956 & 57 25 H.P. Buccaneer, Royal and Sea Bee.

Model No. 15 — 1955-57 10, 15, 18 H.P. Johnson and Evinrude. 1956 & 57 12 H.P. Sea King, Buccaneer, Royal and Sea Bee.

Model No. M-5 — 1955-57 Mark 55 and Mark 75 Mercury.

Model No. M-3 — 1956 & 57 Mark 25 and Mark 30 Mercury.

Model No. M-2 — 1955 Mark 25 Mercury.

Model No. 50 — Mercury Mark 50, all years.

LIST PRICE
$5.95
All Models

•

Regular Dealer Terms

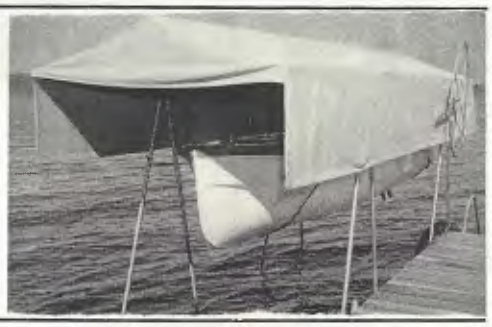
•

Ask Your Jobber or Write Direct.

•

U. S. Patent No. 2764118

the Madison BIG WHEEL BOAT HOIST



Lifts boats as heavy as 1000 pounds with just a quick turn of the wheel. A child can do it. The easiest hoist to install or move! Sturdy, all-metal construction. Adapts to depths up to 4 feet — optional longer legs available for deeper water. Top brackets available to hold canvas cover for all-weather protection (cover shown in second photo, above).

LIST PRICE HOIST ONLY $149.50
TOP BRACKETS 9.50

F. O. B. BRAINERD, MINN.

Shipping Weights: Hoist, 210 lbs.—Brackets, 8 lbs.

THE TURNOVER HOIST

Great for fishing boats — makes bailing and washing easy! Twist the crank and the Turnover Hoist lifts the boat, tips it to any angle, turns it over completely. Reinforced, all metal construction with aluminum finish. Simple to install. Handles boats as heavy as 500 pounds.

LIST PRICE $149.50 F.O.B. BRAINERD, MINN.

VISIT BOOTH 445A AT THE CHICAGO NATIONAL BOAT SHOW!

MM

More Data No., Madison Marine 143

LONE STAR

(Continued from page 304)

built by the Lone Star Boat Co. of Grand Prairie, Texas and Bremen, Ind.

New features include steel box frame construction, lower lines, 12 volt wiring and lights, high speed 20″ diameter tubeless tires, and softer riding springs. These new Lone Stars are said to make "shallow water" launching and loading easier, support boats at the transom — eliminating "boat overhang".

. . . And here's the Road King in action. Launching a 14-footer? Just slacken the winch rope and give it a shove, says Lone Star. It's designed for easy launching, even in shallow water.

Engineer-designed for 19′ through 23′ outboard cruisers is Lone Star's new Road Master, deluxe tandem-wheel with extra-long padded bolsters, lightweight steel box frame construction, and heavy-duty springs. Other features include 10-to-1 worm gear winch, built-in geared jack, and balanced tilting cradle.

Lone Star's new Road Scout has been customized to transport 16′ through 18′ outboard sport boats and cruisettes. High speed tubeless tires, steel box frame construction, balanced tilting cradle, and 12 volt wiring and lights are a few of its many changes.

Fourteen-foot through 16′ fishing boats and sport boats are easily transported on Lone Star's new Road King, according to the firm. Features include steel box frame construction, extendable winch tube mounting, rear rubber rollers, 12 volt wiring and lights and high speed tubeless tires.

Lone Star's new economy model Road Star may be the popular choice with fishermen for transporting 12′ through 14′ boats. Compact and sturdy, this trailer includes adjustable long padded bolsters, 12 volt wiring and lights, high speed tubeless tires, tubular construction and safety chains.

For More Information Write No. 901 on "More Data Card"

Pacemaker

Keeping pace with the boat trailering needs of a nation where boating is ever on the increase is the task of Pacemaker Boat Trailer Co., Inc. Designers and engineers are busy throughout the year at the Philadelphia, Pa. plant, developing new mechanisms and improving the old in order that the trailer firm can keep pace with boatings changing needs.

Fourteen trailers are currently offered to meet nearly every boat trailering need, according to Pacemaker, from the smallest dinghy to a 26′ inboard cruiser. The trailers represent any number of engineering improvements, designed to provide new safety and ease of handling for boats and owners, says the Phildelphia producer.

Keeping pace with—even setting that pace . . . That's the goal of Pacemaker, builder of boat trailers for all kinds and sizes of craft.

The new line features improved frame design, new heavier rubber rollers, fully-adjustable roller brackets, safer, heavier winch stand and Play Loader and Play Tilt for faster, easier and safer launching and loading. New high gloss paint and Hi Speed tires and wheels are added Pacemaker features, too. Bumper clamps and a boat tie-down bar and winch are trailer accessories available from Pacemaker.

There are several models for the small size craft — approximately 10′ to 14′. First, there's the Budgeteer for, in Pacemaker's words, "the economy-minded sportsman." It'll handle boats up to 12′ and weighing not more than 400 pounds. Another trailer in this small craft category is the JR-650 for craft of from 10′ to 14′ with a weight of not more than 500 pounds.

For 16-footers or less, there are a couple of models — the B-460 and B-480 — both with 650 pound weight capacities. On any of the four models described above, Pacemaker's Play-Tilt is available as an extra.

Then there are a number of models for boats around 14′, 15′ or 16′ with and without the motor on the transom. For instance, one model handles 15-footers with motors, 16-footers, without. It'll handle up to 650 pounds. Then the PL-700 will carry up to 500 pounds and any craft up to 15′ with motor left on the transom. Stepping up the length ladder a bit, we find the DE-725, a model designed for 800 pound loads. It's recommended for craft up to 16′ or for 14-footers with motors. Continuing up, it's the DE-800 with a load capacity of 1,000 pounds for boats up to 16′ with motors on transoms.

Then there are the Land Cruisers which include a model for boats from 16′ to 20′, weighing up to 1,500 pounds, another for craft from 18′ to 22′, one for craft from 17′ to 22′ and still another for craft up to 26′. In this series are trailers for inboards, outboards, cruisers, runabouts . . . Pacemaker says just "name it" . . . and about any kind of craft boaters might want to trailer.

On some of the models, Play-Tilt and Play-Loader are extra; on some, standard equipment. All are equipped with high-speed tires — tubeless on some models, if requested. Heavy-gauge fenders, adjustable weight on the tongue and rubber mounted leaf springs are some of the deluxe features Pacemaker talks about. Rust-Proof aluminum or steel construction highlights the line.

For More Information Write No. 902 on "More Data Card"

Dexter

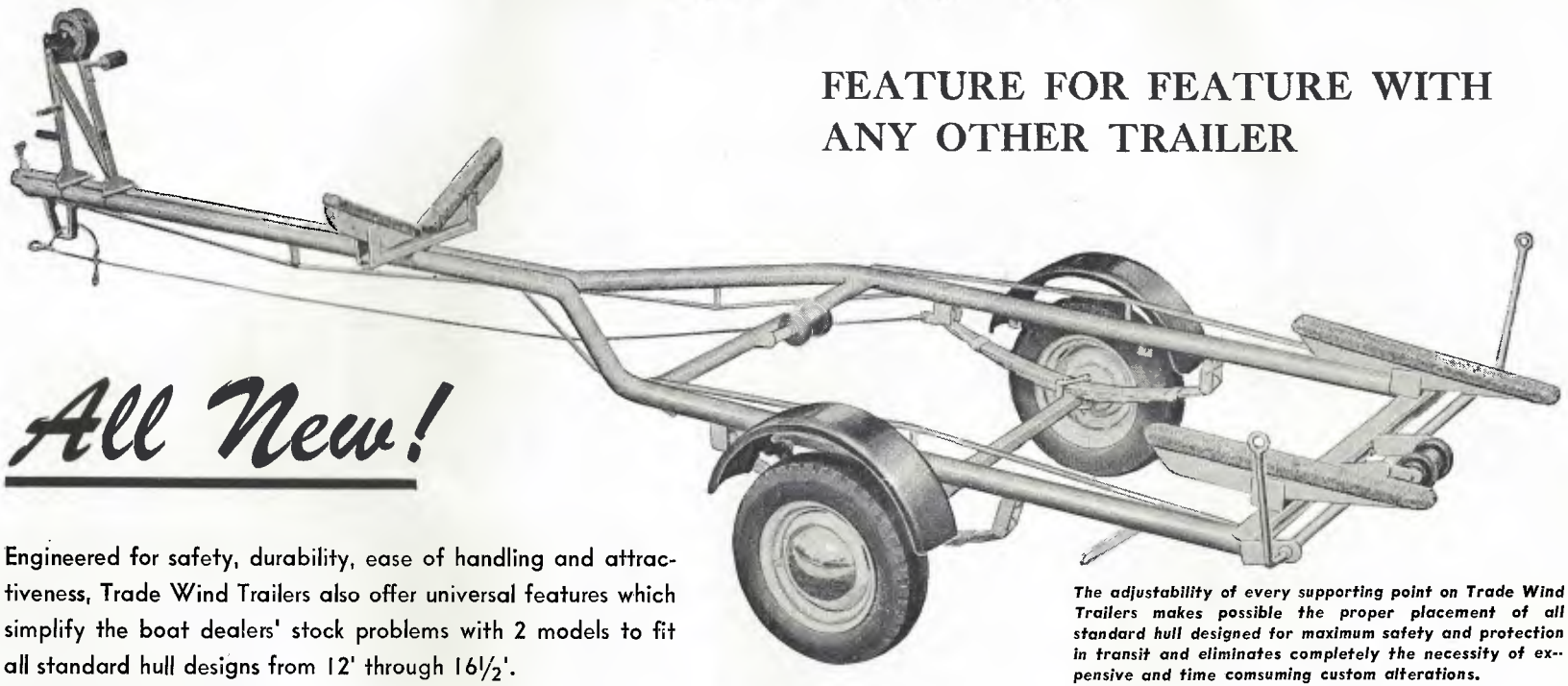
A new Dexter Ready Rig-trailer featuring improved design to facilitate loading and unloading has been announced by Liggett Supply & Equipment Co. of Elkhart, Ind.

Called the Deluxe Tipper, the new design provides a smooth ride for the boat on a continuously inclined

(Continued on page 308)

COMPARE THE *TRADE-WIND* TRAILER

FEATURE FOR FEATURE WITH ANY OTHER TRAILER



All New!

Engineered for safety, durability, ease of handling and attractiveness, Trade Wind Trailers also offer universal features which simplify the boat dealers' stock problems with 2 models to fit all standard hull designs from 12' through 16½'.

The adjustability of every supporting point on Trade Wind Trailers makes possible the proper placement of all standard hull designed for maximum safety and protection in transit and eliminates completely the necessity of expensive and time comsuming custom alterations.

FRAME — Each side, one piece 2" heavy duty seamless structural tubing welded to form double tongue.

SUSPENSION — Six leaf automobile type spring, grease fitting on front spring bolt, rubber mounted rear spring shackles.

WINCH — Heavy duty with rust proof aircraft cable. Heavy capacity winch stand adjustable on tongue. Height designed to facilitate loading and launching. Adjustable rubber bow stop roller.

TILT AND TURN CABLES — For launching and loading at any angle. Two 2200 pound test rust-proof aircraft cables.

HANDLES — For operating lifting roller on each side of frame. Used to anchor tie-down strap in transit.

CRADLES — Front, self aligning and adjustable any position on tongue. Padded with sponge rubber under carpet cover. Rear, can be used lengthwise or crosswise and are adjustable to 5 positions. Padded with sponge rubber under carpet cover.

PLUS — Heavy duty fenders. Timken auto type roller bearings. Modern two-tone colors.

TRADE TOOL & ENGINEERING CO., INC. 1015 SLIGH BLVD., ORLANDO, FLORIDA

TRADE WIND TRAILER

TRADE TOOL AND ENGINEERING CO. INC. ORLANDO, FLORIDA

More Data No., Trade Tool 144

 (Continued from page 306)

plane during the unloading or loading process, states the manufacturer. This feature provides for operation of the winch at a much less angle than in former models as the boat rides along this gradual angle.

Dexter's Deluxe Tipper with improved design aids boaters in loading and unloading operation.

The full length keel support on the new model is said to be another outstanding feature of the new Dexter trailer, providing support and protecting the boat from damage while in transit. The specially designed Knee-Flex springs combine with this keel support feature to give the unit outstanding roadability. Liggett reveals.

This sturdily constructed Tipper has a capacity of 800 lbs. and is available with either a 14′ or 16′ tongue. Winch, winch stand, tie-down straps and transom support are other features that are available on this trailer.

Liggett Supply will be glad to furnish further details and solicit dealer inquiries.

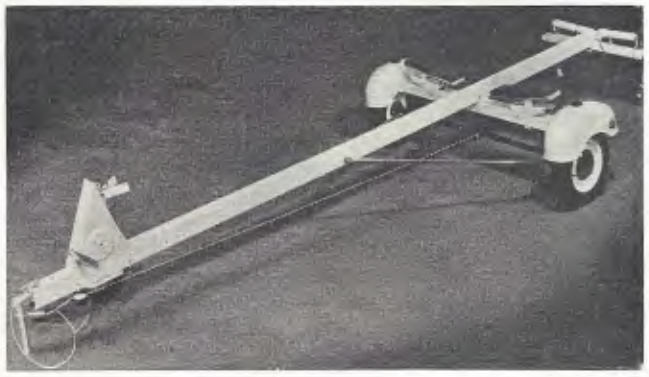
For More Information Write No. 903 on "More Data Card"

Tee-Nee

There are several changes in the Tee-Nee line of boat trailers now making its New Year appearance. The Tee-Nee Trailer Co. reports from its Youngstown, Ohio offices that the new line incorporates both engineering and style improvements designed to keep pace with the selectivity of today's boat trailer buyers.

"A few years ago," reports James E. Olney, president of the Tee-Nee Trailer Co., "a boater wasn't too particular about the kind of boat trailer he purchased. Now he realizes it is a vital part of his boating equipment, and goes shopping for a trailer that meets his needs in weight, durability, ease of operation, safety, and performance on the highway and at the water's edge."

Olney said that "incorporated design" is the keynote of the 1957 Tee-Nee.



This is the Tee-Nee OB-70, year-old super deluxe model in the line, with a host of 1957 features. It's for craft from 15′ to 18′ and has a weight capacity of 1,200 lbs.

"We are following the pattern set by the automobile manufacturers when they put the spare tire inside the car and the headlights in the fender," Olney commented. "Our new models are made lighter, yet stronger, by the use of dual purpose features such as the new enclosed winch now incorporated in the winch stand, the Tie-Tilt cable which doubles as a launching and loading cable as well as safety chain, and the combination rear roller-transom support."

A major improvement in the new Tee-Nees, according to Olney, is the adjustable cradle bracket which is controlled by the finger tip operation of a wing nut. It allows close tolerance adjustment of the cradles to fit most of the boat hulls manufactured today.

A feature introduced last year—Nylon rollers imbedded on the grooved steel tongue—will be included in the 1957 models. The Nylon rollers offer increased support to boat keels and provide easier loading and launching while not detracting from the trailer's sleek appearance.

A new double tongued Tee-Nee has been added this year, optional on some models and standard on Model OBC-DT. The new feature was engineered for small cruisers and large outboards up to 1,500 pounds, particularly those with keels not adaptable to single tongue trailers. The tongue lengths run from 16′ to 18′. The OBC-DT is the newest member of the Tee-Nee boat trailer line. The double tongue is also available as an extra accessory on other Tee-Nee trailer models. Features of the OBC-DT include the Tie-Tilt cable (running under the tongue) which serves as a loading and launching device and safety chain as well. It is equipped with a heavy-duty, geared winch mounted on a rugged stand; a combination rear roller-transom support and fully adjustable cradle brackets with finger tip control for close tolerance adjustments of cradles to fit any type outboard hull design manufactured today. Dual coil springs and shock absorbers, 12″ wheels with four-ply tires, transom hold down chains and tail light are also standard equipment.

Here, the new features of Tee-Nee's '57 line are demonstrated. Ease of handling and simple loading and launching procedures are said to be the result of this year's innovations.

Tee-Nee's super deluxe model in its line is the OB-70, introduced for the first time just last year. It includes, according to the manufacturer, the latest improvements in boat trailer accessories as standard 1957 equipment.

It has a capacity of 1,200 pounds and is available for boats from 15′ to 18′ in length. Featuring Tee-Nee's new winch enclosed in the winch stand, Tie-Tilt cable and rear roller-transom support as standard equipment, the Tee-Nee OB-70 was designed for the increased size and weight of most outboard boats.

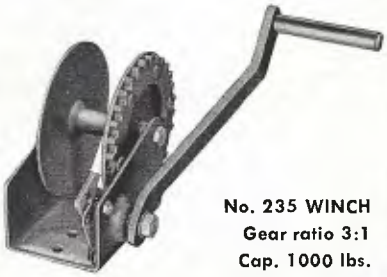
Incorporated design is achieved by enclosing the winch in the winch stand, rollers in the grooved tongue, and eliminating the pound-adding Tip-N-Turn bar in favor of the dual purpose Tie-Tilt cable which

(Continued on page 310)

No. 221 WINCH
Direct Drive
Cap. 200 lbs.

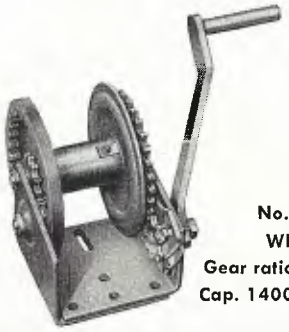
No. 225 WINCH
Gear ratio 1.7:1
Cap. 500 lbs.

No. 230-A
WINCH
Gear ratio 3:1
Cap. 1000 lbs.



No. 235 WINCH
Gear ratio 3:1
Cap. 1000 lbs.

No. 245-A
WINCH
Gear ratio 3:1
Cap. 1000 lbs.



No. 247
WINCH
Gear ratio 9:1
Cap. 1400 lbs.

No. 260 WINCH
Gear ratio 3:1
Cap. 1000 lbs.
Integral stand.

[redacted]

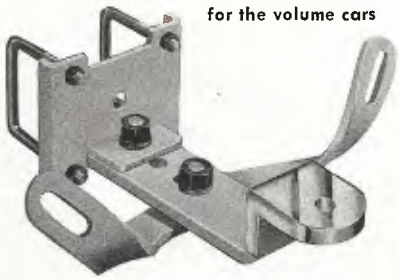
No. 270
WINCH
Gear ratio 5:1 Cap. 1800 lbs.

No. 280
WINCH STAND

No. 300, 310
RETRACTABLE
CASTER WHEELS

No. 400-A
BOAT TIE-DOWN

CUSTOM FRAME HITCHES
for the volume cars



No. M-2
TRAILER COUPLING

No. F-2
TRAILER COUPLING

More Data No., Fulton 145

TEE-NEE *(Continued from page 308)*

serves as a loading and launching device and safety chain.

Fully adjustable cradle brackets with finger tip control fit cradles to any type outboard hull design manufactured today. The grooved steel tongue has Nylon rollers spaced to give ample support to the keel while serving as easy turning rollers under the keel for launching and loading.

Tee-Nee OB-70 comes with dual coil springs and shock absorbers, 12 inch wheels with 4-ply tires, transom hold down chains, and tail light as standard equipment.

There are other models in Tee-Nee's wide line of trailers and the Youngstown firm welcomes inquiries about the line or any of its 1957 changes and improvements.

For More Information Write No. 904 on "More Data Card"

C & F Machine

C & F's been sending out "Birth Announcements" — It's Twin Trailer Models — Four of them. . . . . .

C & F Machine Works of St. Paul, Minn. recently sent us this "birth announcement" news item. Seems C & F has had some additions to its boat trailer "family" . . . four new twin trailer models, to be more precise.

The company's "announcement" went on to describe its new suspension system; C & F calls it Arc Flow. The new system uses spindle mounting. The Arc Flow feature, says C & F, makes it possible to quickly adjust the carrying capacity of each trailer to the load carried.

Here's C & F's new outboard model—TB 104. It's a tandem for outboard cruisers weighing up to 1,600 lbs. and to 19′ long. It features new type bump smoothing springing system.

The new twin trailers will feature two inboard models. Model TB 104, a two-wheel inboard, will carry craft up to 17′ long and to 1,200 lbs. in weight. The other inboard model, TBI 105, a tandem, will handle up to 20-footers weighing not more than 1,600 lbs.

The new outboard models include the Super LB 103, an extra rugged two-wheeler, made to carry big 16′ and 17′ outboard runabouts. The second new outboard model, TB 104 (which is pictured in this story) is another tandem for outboard cruisers weighing up to 1,600 lbs. and up to 19′ in length. This model features, according to C & F, a new type bump-smoothing springing system.

C & F's Deluxe Series models feature a tapered standard automobile type spindle. Replacement parts are easily obtainable at automotive supply stores. Another feature to be noted is the new lift roller mechanism for easier launching and loading. It's done, according to C & F, simply by pulling a lever. The device lifts the boat off the tongue onto six rubber rollers.

Shock absorbers, similar to those used on aircraft, are standard equipment on all Deluxe models and optional on those in the Special Series. All surfaces are first primed and then finished with paint in attractive two-toned combinations. Appearance, says C & F, has been further improved by the plating of all nuts, bolts and rods.

For More Information Write No 905 on "More Data Card"

Balko

Balko boat trailers now feature a new "Timken-Approved" spindle and heavier gauge wheels designed to provide trouble-free boat trailering, according to Balko, Inc. of Ladysmith, Wis.

The 1957 line consists of a series of five basic units and a host of features new this year. In addition to new spindle and wheels, Balko offers supports with unlimited adjustments and they're padded. The supports are located at points where maximum support and protection of boat hulls is required, says Balko. Balko is introducing a new winch mast this year, too, that telescopes to coincide with the boat bow-eye, virtually lifting the boat onto the trailer.

This is a picture of Model 600 in Balko's 1957 line-up, designed for trouble-free boat trailering.

Another new Balko feature is the patented Launch-Way — a cradle carriage that travels on rollers within a steel trackway — that carries the boat on and off the trailer and supports the boat bow after loading is completed. Models 900, 1200 and 1500 are all adaptable to using Launch-Way, according to Balko. The other models in this five-model line are the 300, designed to handle 12′ and 14′ boats and a 300 lb. load, and model 600.

This was one of the most popular in the '56 line, according to Balko. It's designed for boats — with motor on transom — weighing up to 600 lbs. in the 12′ and 14′ lengths. In addition to many of the 'tried and true' features of last year's models, the '57 versions have some new features, too.

The 600 features full-length wheel positioning for proper load balance and support points that have been re-engineered for proper, safer, positive boat support and protection. The '57 model offers what Balko calls "positive action keel rollers" for any depth or width keel. They are adjustable says the trailer maker, to any desired location on the tongue.

Tubular construction of the new 600's, like others in the line, is stronger. The angle-mounted shock absorber eliminates sway and specially-designed coil springs further assure smooth riding, says Balko. Each

(Continued on page 312)

There's More Profit For You in 1957

WILMAPEG BOAT TRAILERS

- 5 Capacity Groups: 400, 600, 800, 1000 and 1500 pounds
- 8 Models in Each Group — 40 Different Models for Boats from 12 to 20 Feet
- Wilmapeg "Cushion Ride" Individual Wheel Spring and Shock Absorber Suspension which Affords High Road Clearance for "Back Road" Travelers
- Rear Tilt Models with Automatic Tilting "Ramp"
- Front Tilt Models
- Quick, Easy Loading and Launching
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WILMAPEG INDUSTRIES CORPORATION

STEEL PRODUCTS DIVISION • **MORENCI, MICHIGAN**

More Data No., Wilmapeg 146

BALKO *(Continued from page 310)*

of the models has been given rigid endurance tests, according to the Wisconsin firm, on its rated capacity.

The new, roll-top, telescoping winch mast is designed for easier loading, according to the company. Also, for further ease in launching and loading Balko Tipper units are available for all models in the 1957 line.

Better shipping this year is another feature Balko is talking about. The firm now has pre-assembled, one-package shipping. What this means is that Balko trailers are pre-assembled at the factory, leaving only the tongue and accessories remaining for later assembly. Wheels and bearings are factory installed and properly adjusted by skilled mechanics, so that the unit is ready for the road on arrival, according to Balko. For simple assembly of the few accessory parts, easy-to-follow instructions accompany each package.

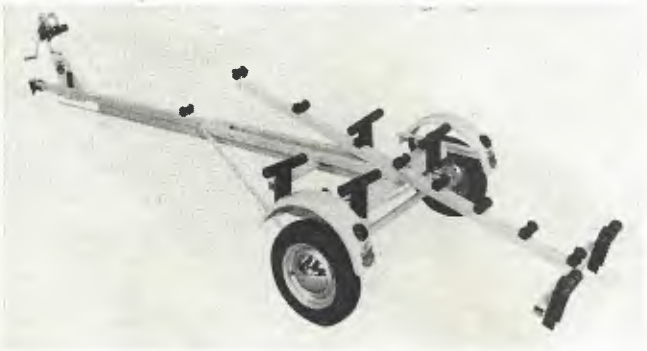
The Balko 900 handles boats from 14′ to 16′ with a single motor on the transom and to 600 lbs. The 1200 is for heavier 14′ and 16′ than the 900 will handle, or those with twin motors on transom. Its capacity is 1200 lbs. The 1500 handles to 1500 lbs. and is designed for larger runabouts and small cruisers in the 16′ and 18′ lengths.

For More Information Write No. 906 on "More Data Card"

Miller (American)

The American Boat Carrier is a unit new in name and new in styling made by the W. H. Miller Corp., long-established trailer manufacturer in Irving, Texas. This new trailer for '57 is said to "offer an entirely new concept in all performance areas by combining superior design with superb quality in all its components."

The "carrier" has been produced to enhance todays finest boats and motors, declares the manufacturer. It is presently being offered in three sizes—a 675 lb. model, an 800 lb. model and a 1,050 lb. model — each has normal load ratings to handle craft with single or twin motor installations. The line can accommodate boats from the smallest size up to 17′.



American Boat Carrier is new model produced by American Div. of W. H. Miller Corp.

The heavy construction used in the production of these models is reported to far exceed specification requirements of the BTMA. Included in the outstanding features which are offered are such items as an "American" rocking ramp for simplified and effortless launching or loading, a 9 to 1 ratio winch equipped with heavy nylon rope, large keel rollers of solid nylon and oversized rubber stabilizing rollers.

Du-Ak (dual acting) coil springs with long stroke and double oversize hydraulic shock absorbers combine to produce the finest ride possible under any given condition, say its designers. Large turn signals mounted on the fenders also add to the unit's quality features.

For More Information Write No. 907 on "More Data Card"

Foreman

The new line of Foreman Boatrailers has been announced. It's designed to handle a wide range of lengths and kinds of craft.

There are various models to handle boats ranging from 16′ to 30′ in length and having from 2,000 lbs. to 10,000 lbs. capacity. Foreman Boatrailers are said to offer safe and high-speed operation. Foreman calls it "safety first with big carrying capacity."

This is Foreman Boatrailer model BT-191, a 20′ tandem model.

The all-steel Foreman Boatrailer chassis is electrically welded for a rigid, high strength, lightweight frame, incorporating rectangular tube longitudinals and formed channel cross members with lightening holes properly placed to provide lightness without loss of strength. All trailers are factory-equipped with ball and socket coupler, third wheel jack, and heavy-duty, safety break-away chains. Chassis is completely wired and comes with tail and stop light assembly and license bracket.

Foreman Boatrailers are backed by more than thirty years of engineering and manufacturing experience. Among the models available this year is Model BT-191, a 20′ tandem model, which has been designed especially for Lyman, Century and Owens boats. Complete information on the new line of Foreman Boatrailers may be obtained.

For More Information Write No. 908 on "More Data Card"

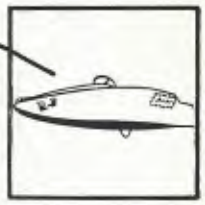
Alloy Marine

Fleet-Master boat trailers will be delivered to dealers factory assembled this year. Cal Zimmer, Alloy Marine Products, Inc. sales manager announced this simultaneously with the introduction of the 1957 line of Fleet-Masters.

Here's what the 1957 Alloy Marine line of Fleet-Master boat trailers looks like. Alloy says there's performance and durability built right into every one in the line.

(Continued on page 314)

TAKES MOTORS UP TO ANY HORSEPOWER WITH SAFETY



REVOLUTIONARY NEW HULL DESIGN

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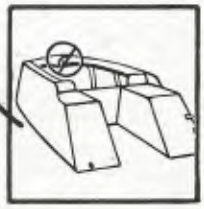


42" PONTOONS FOR MAXIMUM DIRECTIONAL STABILITY

EASILY PULLS UP TO SIX SKIERS

THE HANDS THAT ADDED ABSOLUTE SAFETY TO THE THRILLS OF MODERN OUTBOARDING—

. . . NOT JUST ANOTHER NEW BOAT ! ! !

THE *Azar* BOAT IS A COMPLETELY NEW APPROACH TO AMERICA'S FASTEST GROWING FAMILY SPORT

The amazing Azar Thrill Boat—originally designed by a native of Alabama for safe navigation of the treacherous rivers and coastal waters of the Yucatan jungles—has now been enthusiastically received as the perfect craft for the American family seeking the utmost in THRILLS WITH SAFETY IN OUTBOARDING. The Azar Boat has EVERYTHING to attract the AVERAGE family to water sports . . . absolutely safe handling with ANY size motor . . . beautifully durable mahogany construction throughout . . . a selection of size and seating capacity . . . the most ideal boat yet designed for towing water skiers (the smallest Azar Boat will easily tow six adults) . . . all this at a price to fit the average family budget!

The fabulous Azar Boat is now in production and ready for distribution to dealers throughout the United States. The designer of the Azar Thrill Boat will be meeting prospective dealers and distributors at the Chicago Boat Show. Drop in and see the Azar Boat . . . see what it can do for YOUR sales volume.

SEE THE AZAR BOAT IN BOOTH 1054 AT THE CHICAGO SHOW

Azar **BOATS, INC.**

2126 4th Ave., So., Birmingham, Alabama
Phone AL 2-6543

More Data No., Azar Boats 147

ALLOY *(Continued from page 312)*

The entire chassis assembly, excepting fenders and tongue, will be shipped from Algonac, Mich., site of the factory, as completely assembled units. All that will be left for dealers to do is attach the winch, rollers and cradling bunks, according to Zimmer.

The 1957 line of Fleet-Masters includes several new models that round out Alloy's complete line of trailers designed to safely transport, launch and load all types of boats from small outboards to inboard cruisers.

The new fleet is designed with larger wheel diameters, improved padded bunks and rollers and extra heavy-duty running gear in keeping with the general trend toward larger boats and more powerful motors, according to Zimmer.

Two new straight axle trailers — Model Nos. SP-500 and SP-800 — known as the Fleet-Master Sport Line will be offered this year. These new models are offered completely equipped with winches, rollers, transom supports, fenders, shock absorbers and launch-o-matic features of Alloy's Custom trailers. The SP-500 will handle boats up to 15′ in length with maximum weight of 500 lbs. The SP-800 will carry, launch and load boats up to 16′ in length and load capacity of 800 lbs.

A new feature offered with the latter model as standard equipment is a walk-way with non-skid finish. This walk secures to the tongue of the trailer and allows the operator to safely walk from the bumper of the car to the stern of the trailer during the launching or loading operation, according to Alloy. The walk-ways are also offered as an accessory and may be attached to other models.

Shown above is the Fleet-Master custom Model FM-2200, designed to launch, load and transport inboard or outboard craft to 21′.

Five new Fleet-Master Custom trailers round out the '57 line with Model Nos. FM-600, FM-900, FM-1300, FM-2200 and FM-2500. These model numbers designate weight carrying capacities. New features of the Fleet-Master Custom models are reinforced, modern, knee-action wheel-suspension assemblies. This assembly, with tru-tempered springs and hydraulic shock absorbers, is said to allow a soft cushioned ride for maximum boat protection and provide rugged strength for heavy-duty use.

There is a model in the Fleet-Master line designed to transport, launch and load all types of boats regardless of bottom contour from a 12′ rowboat to inboard runabouts or cruisers up to 21′ in length says Zimmer. The trailers are offered with winches, rollers, fenders and launch-o-matic features that reportedly chock boats against wind and current during launching and loading. The boat is held in alignment with the trailer and the weight of the boat controls the tilt of the trailer so launching and loading becomes a part of the fun of boating rather than a strenuous chore, says Zimmer.

For More Information Write No. 909 on "More Data Card"

Miller

The Miller Knee Action line for 1957 features several improvements, according to latest word from the W. H. Miller Corp. at Irving, Texas. Today's demand, says Miller, is for trailers that will handle heavier loads and provide for easier loading and launching.

Large, padded, fully-adjustable center cradles feature the new line. Several large keel rollers and adjustable stern supporting rollers are other added improvements.

Here's one of the new Miller models . . . It's model W7-660; Its name — Launcher. Like others in the line, it features Miller Knee Action.

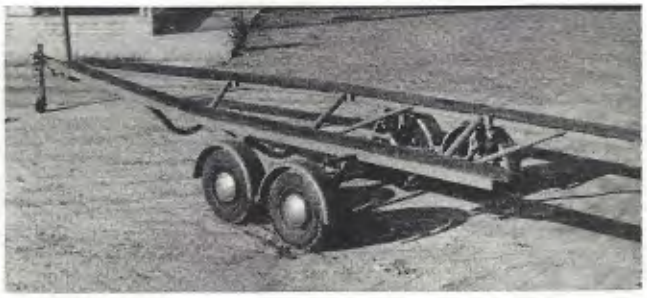
A strong streamlined winch base with adjustable bow supports is another Miller feature, with a geared winch to match the load of the trailer. The entire winch base assembly is adjustable forward or aft to properly fit the boat, says Miller.

All 1957 models use the heavy square tube in the construction of the boom and stern support to give added strength and improved appearance. They offer, according to the firm, "the same fine road performance as ever" with improved Miller Knee Action. The line is available in three models—500 lbs. with a 14′ boom, 660 lbs. with a 14′ boom and 800 lbs. for up to 16′ boats. The Texas producer welcomes inquiries.

For More Information Write No. 934 on "More Data Card"

Deco

Three new Deco-Dixie boat trailers, one of them a 2,000-lb.-capacity model designed for 18′ to 21′ inboard cruisers, are in production by Development Engineering Co., Donaldsonville, La.



This is Deco Dixie trailer model #2000 I. B. The line includes units for craft of from 500 pounds, to 2,000 pounds. This particular trailer handles inboard craft of from 18′ to 21′.

The addition of two new outboard trailers brings the Deco-Dixie outboard line to six models in capacities of 500, 800, 1,000, 1,400, 2,000 and 3,000 lbs. The inboard line consists only of the new Model 2000 I.B., but General Manager John Wiggins says additional models in other capacities are planned.

Model 2000, designed to carry 18′ to 21′ outboard cruisers of 2,000 lb. capacity, has tandem 4.00 x 12 tires. Model

(Continued on page 316)

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WITH NEW RTP FOR FULL SEASON PROTECTION*

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For the season-long** toxic power that gives boats more speed and power, be sure you recommend . . . and sell . . . Federal Tropical Red #11.

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Your customers will be seeing full page ads on Tropical Red #11 in *Yachting, Motor Boating, Boats* and *Outboard* pointing out the unique protection they get from this great paint. Then they'll be seeing you . . . and they won't accept substitutes! *You* can do business when these ads appear, by stocking Federal Tropical Red #11. Don't stop with #11! Stock the *entire* Federal Yacht Paint line . . . it's become America's fastest growing!

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***For multi-season protection . . . be sure you recommend Permadol Plastic Anti-Fouling—offering the greatest protection, dollar for dollar, of any bottom paint made!*

More Data No., Federal Paint 148

DECO *(Continued from page 314)*

3000, with 6.00 x 9 tires, will carry 18′ to 23′ outboard cruisers weighing up to 3,000 lbs. Both have adjustable height winch lines, tilting attachments for loading and unloading, straight line rubber roller keel supports and padded cradle transom supports. In both models, road shock reportedly is reduced because each set of tandem wheels pivots independently of the other set.

Deco-Dixie Model 2000 I.B., the new inboard cruiser trailer, has padded supporting cradles running the full length of the bottom and features the same tandem wheel construction as the outboard trailers.

For More Information Write No. 935 on "More Data Card"

Wilmapeg

Flexibility keynotes the 1957 line of Wilmapeg boat trailers and permits the boat owner to select a model of correct capacity, with all or just those accessories he desires.

Bill Wilson, factory manager of Wilmapeg Industries Corp. of Morenci, Mich. states that the new models include a rear tilt type as well as a front tilt type. There are models to handle boats of from 12′ to 20′.

The Wilmapeg boat trailers this year are said to feature flexibility above all else, permitting boaters to select just the right model and accessories of his choice.

The front tilt model is fully rubber roller-equipped to safely carry the boat and afford quick and easy loading and launching. Two couplers are supplied; one attached to the car and the other to the tilting mechanism. The tilting device operates on a swivel bracket attached to the tongue of the trailer. The swivel bracket relieves the boat owner from maneuvering his car into position for loading or launching. The trailer remains attached to the car through the separate car coupler; and by releasing the tilting mechanism coupler, the trailer by the operation of the swivel bracket can be moved into the desired loading or launching position. This front tilt mechanism can be easily and quickly attached to all makes or models of trailers up to 800 lbs. capacity. The front tilt models are equipped with a wide rear loading and launching roller assembly consisting of wide self adjusting rubber rollers for transom support and center rubber grooved roller for keel guidance. The carrying rubber rollers are mounted on swivel brackets which are self adjusting to automatically fit the shape of the boat bottom. Several grooved rubber keel rollers mounted in brackets with clamps for attaching to the tongue permit placing them on the tongue in any desired position according to length and shape of the boat. Winch stand with lifting handle, winch, padded bow stop, tongue rest, safety chains, tail light and wire with car connector are supplied with this model as well as with the rear tilt model.

The rear tilt model consists of an automatic self-acting tilting "ramp". It operates on an axle mounted at the rear of the trailer. The tilt "Ramp" is equipped with wide rear loading and launching rubber roller assembly consisting of wide self adjusting rubber roller for transom support and center grooved rubber roller for keel guidance. As the boat is pulled by operation of the winch up onto the tilting ramp it is held in position by the self adjusting rollers on the rear loading assembly. The ramp automatically gently lowers, allowing the boat to rest in position on rubber carrying rollers. The boat is then pulled on the carrying and keel rollers snugly into the bow stop on the winch stand and firmly tied to the trailer.

All models are equipped with the Wilmapeg "cushion ride" individual wheel spring and shock absorber suspension which affords high road clearance for "back road" traveling.

The Captain model in the 800 pound group size is equipped with the popular elevating device and wide carrying cradles for convenient loading and launching.

The 1,000 pound group models have a flat bed frame which will easily permit the application of individual designed cradles for sailboats and inboard motor model boats. There is also a model with full roller equipment and one with wide rubber padded self adjusting wooden cradles and bow rest. All include winch stand and rubber padded bow stop.

The 1,500 pound model is of tandem axle design with a wide flat frame which allows for the application of individual special designed cradles or rollers for various types of boats.

All models can be fitted with various tongue lengths and have 400 x 8″ or 450 x 12″ tires according to trailer capacity or specification. All moving parts are rust-proof plated.

Descriptive literature and prices will be sent to those who request it.

For More Information Write No. 936 on "More Data Card"

Caldwell

In its 41st year, the farm machinery concern of E. L. Caldwell and Sons of Corpus Christi, Texas, has taken a logical step along its announced policy of diversification by adding a three-model Load King boat trailer line.

Load King model LKS-16 with its tilt feature in loading or launching position.

Enthusiastically, company spokesmen report that the line is distinguished by automatic disappearing rollers and is composed of the LKS-14, for 12′-14′ boats and loads up to 800 pounds; the LKS-16, like the smaller model a two-wheeler, but designed for half-ton loads

(Continued on page 423)

MORE TRAILER STORIES ON PAGE 423

Eye catching!

CONVERTIBLE BOAT TOPS WITH

pleasing CURVES . . .
sleek SHAPES . . .
smooth FINISH . . .
all new BEAUTY . . .
by WATER BONNET for '57.

the all new "Del-Air"

"Sports Queen"

More Data No., Water Bonnet 149

1957 BOAT SHOW CALENDAR

Jan. 11-20, Los Angeles, Calif., Southern California Boat Show — Shrine auditorium. Sponsored by Southern California Marine Assn., Inc. Assn. secretary-treasurer — Ted E. Thal, 765 S. Harvard Blvd., Los Angeles, Calif.

Jan. 19-27, New York, N. Y., National Motor Boat Show — New York Coliseum. Sponsored by National Association of Engine & Boat Manufacturers, Inc. Secretary and Show Manager — Joseph E. Choate, 420 Lexington Ave., New York 17, N. Y.

Jan. 29-Feb. 3, Fort Wayne, Ind., Fort Wayne Sports, Vacation & Boat Show — Allen County War Memorial Coliseum. Produced by Fort Wayne Sports, Vacation & Boat Show. (Ben Cowell).

Jan. 31-Feb. 3, Fort Lauderdale, Fla., Fort Lauderdale Boat Show — War Memorial Auditorium. Sponsored and Managed by Kiwanis Club. Contact E. M. Bond, 307 S.W. 1st Ave., Fort Lauderdale, Fla.

Feb. 1-10, Kansas City, Mo., Kansas City Sports, Boat, Travel & Trailer Show — Municipal Auditorium. Show Manager — F. W. Kahler of General Shows, Inc., Suite 409, Times Bldg., Minneapolis, Minn.

Feb. 2-10, Boston, Mass., New England Sportsmen's & Boat Show — Mechanics Building. (Albert C. Rau).

Feb. 2-10, Detroit, Mich., Detroit News Boat Show — Detroit Artillery Armory. Managed by Detroit Sports, Boat & Travel Show, Inc., 16738 E. Warren Ave., Detroit 24, Mich.

Feb. 3-7, Chicago, Ill., National Sporting Goods Association Convention & Show — Morrison Hotel. Sponsored by National Sporting Goods Assn., 716 Rush St., Chicago 11, Ill.

Feb. 8-17, Chicago, Ill., Chicago National Boat Show — International Amphitheater. Sponsored by Outboard Boating Club of America. Director and Show Manager — Guy W. Hughes, 307 N. Michigan Ave., Chicago 1, Ill.

Feb. 15-24, New York, N. Y., National Sports & Vacation Show — New York Coliseum. Managed by New York Expositions, Inc., 551 Fifth Ave., New York 17, N. Y.

Feb. 16-24, Asbury Park, N. J., Jersey Coast Boat Show — Convention Hall. Managing Director — Jerry Gasque.

Feb. 22-27, Baltimore, Md., Chesapeake Bay Boat Show — Fifth Regiment Armory. Managed by Exhibitors, Inc., 1006 Cathedral St., Baltimore 1, Md. and 90 Berkley St., Boston 16, Mass. Managing Director — William E. Ames.

Feb. 22-27, Miami, Fla., Miami International Boat Show — Dinner Key Auditorium. Managed by Miami International Boat Show, Inc. Executive director — Peggy Leyshon, 615 S.W. Second Ave., Miami 36, Fla.

Feb. 22-Mar. 2, Buffalo, N. Y., Buffalo's Boat, Travel & Sports Show — 174th Armory. Contact George W. Collins, 425 Brisbane Bldg., 403 Main St., Buffalo, N. Y.

Feb. 22-Mar. 3, Portland, Ore., Portland Boat Show — Pacific International Livestock Pavilion. Show sponsored by The Oregonian Promotion Department, c/o The Oregonian, Portland, Ore.

Feb. 24-Mar. 3, Boston, Mass., New England Boat Show — Boston's Commonwealth Armory. Sponsored by The Boston Herald and Traveler. Managing Director — Frank J. Farrell.

Feb. 26-Mar. 3, Dallas, Texas, Southwest Boat Show — Dallas Municipal Auditorium. Sponsored by North Dallas Marine Trades Assn. & The Dallas Times Herald. Exec. offices—115 Grace Bldg., Dallas, Texas.

Mar. 1-8, Atlanta, Ga., Southeast Boat & Sports Show — Municipal Auditorium. Managed by United Sports & Vacation Shows, First National Bank Bldg., St. Paul 1, Minn. (Martin P. Kelly).

Mar. 1-9, Philadelphia, Pa., Philadelphia Motor Boat & Sportsmen's Show — Convention Hall. Produced by Philadelphia Motor Boat & Sportsmen's Show, Inc. — Clinton E. Smullen, 813 Commercial Trust Bldg., Philadelphia 2, Pa.

Mar. 1-10, San Francisco, Calif., San Francisco National Sports & Boat Show — Cow Palace. Sponsored by San Francisco National Sports & Boat Show, Inc. Show Manager — Thomas R. Rooney, 369 Pine St., San Francisco 4, Calif.

Mar. 2-10, Jamaica, L. I., N. Y., Long Island Boat & Sportsmen's Show — 104th Field Artillery Battalion Armory. Managed by Long Island Expositions, Inc., 23 Debevoise Ave., Roosevelt, L. I., N. Y. (Albert J. Chase).

Mar. 2-10, Omaha, Neb., Omaha Sports, Vacation & Boat Show — New Omaha Civic Auditorium. Managing Director — G. Edward Budde, 1309 Leavenworth St., Omaha 8, Neb.

Mar. 8-17, Rochester, N. Y., Rochester International Sports & Boat Show — Memorial Auditorium. Managed by New York Expositions, Inc., 551 Fifth Ave., New York 17, N. Y.

Mar. 15-23, Toronto, Ontario, Canada, Canadian National Sportsmen's Show — Coliseum. Manager — Loyal Kelly, 85 King St., E. Toronto 1, Canada.

Mar. 15-24, Columbus, O., Sports, Vacation, Travel and Boat Show — Ohio State Fairgrounds Coliseum. Sponsored by The Dispatch-Journal Charities, Inc. of Columbus. Managed by Ben Cowall, 16 E. Broad St., Columbus, O.

Mar. 15-24, St. Paul, Minn., Land-O-Lakes Boat, Marine & Tackle Show — St. Paul Auditorium. Show Manager — Noel Van Tilburg, 2645 University Ave., St. Paul 14, Minn.

Mar. 22-31, Cleveland, O., American & Canadian Sportsmen's Vacation & Boat Show — Public Auditorium. Sponsored by Expositions, Inc., 314 Lincoln Bldg., Cleveland 14, O. (A. W. Newman).

Mar. 22-31, Dallas, Tex. Southwest Sports, Boat & Vacation Show — State Fair Park. Sponsored by United Sports & Vacation Shows, First National Bank Bldg., St. Paul 1, Minn. (Martin P. Kelly).

Mar. 23-31, Milwaukee, Wis., Milwaukee Sentinel Sports & Vacation Show (including Great Lakes Boat Show) — Arena and Auditorium. Sponsored by Milwaukee Sentinel. (Charles D. Collins).

Mar. 25-30, Grand Rapids, Mich., West Michigan Sports & Boat Show — Civic Auditorium. Sponsored by West Michigan Sports Show Exhibitors Assn. Director — Jack D. Loeks, 123 Pearl St., Grand Rapids, Mich.

Apr. 2-7, Richmond, Va., Virginia Sportsmen's & Motor Boat Show — Arena. Managed by Virginia Exhibition Co. (John E. Raine).

Apr. 4-14, Los Angeles, Calif., Los Angeles Boat Show (held in conjunction with Los Angeles Sportsmen's Show) — Pan-Pacific Auditorium. Produced by H. Werner Buck and Mel R. Morrison, 142 S. Fairfax, Los Angeles 36, Calif.

Apr. 5-14, Minneapolis, Minn., Northwest Sports, Travel & Boat Show — Municipal Auditorium. Produced by General Shows, Inc. Manager — F. W. Kahler, Suite 409, Times Bldg., Minneapolis, Minn.

Apr. 6-14, Houston, Tex., Houston Boat, Sports & Travel Show — Sam Houston Coliseum. Sponsored by The Variety Club. Managed by United Sports & Vacation Shows, First National Bank Bldg., St. Paul 1, Minn. (Martin P. Kelly).

Apr. 20-25, Des Moines, Ia., Iowa Sports & Vacation Show — Memorial Auditorium. Sponsored by United Sports & Vacation Shows, First National Bank Bldg., St. Paul 1, Minn. (Martin P. Kelly).

HEWES OF MIAMI

By BILL BISCHOFF

A boat business that began as a hobby in Illinois 28 years ago, today is one of the largest marine sales organizations in Florida.

In 1928 Lewis Hewes began servicing boats at Fox Lake, Ill., as a sideline to his hobby, which was racing boats. In 1932 Hewes, still known throughout the boating world as "Lew," came to Miami. He started a boat business on Biscayne Boulevard. Selling and servicing only outboard craft, Hewes operated here in the winter and at Fox Lake in the summer.

In 1942, desiring to handle inboard craft, the Hewes Company moved to a location on the Miami River. This store, still headquarters for what has become one of the biggest marine sales organizations in Florida, now occupies 30,000 square feet of floor space in three buildings at 422 NW South River Drive. The latest addition to the buildings was an enclosure of space completed December 1 to triple the available space for small boats.

Hewes, in addition, this year opened a store at 125th Street and NW 7th Avenue to serve the rapidly growing northwest metropolitan area.

Both the Miami organization and the Fox Lake, Ill., boat business were operated by Hewes until 1946. The post-war surge in pleasure boating, however, so sky rocketed the boat business, especially in the south Florida area, that Hewes sold out the Illinois business in order to give full attention to the phenomenally growing Florida venture.

Lew has now earned and enjoys semi-retirement while two husky sons carry on the daily chores of running the business. It can scarcely be said that Lew Hewes has retired, however. He remains as president of the company, makes periodic visits to both stores and presides at frequent policy making meetings.

Despite enormous and rapid expansion, the Hewes Boat Company has remained strictly a family affair. Mrs. Hewes is vice president, Lewis Hewes, Jr., is secretary and Robert D. Hewes, is treasurer. Active management of the company has been divided between Lew, Jr., known to everyone, including Hewes employees, as Sonny, and Robert, known to all as Bobby.

Bobby handles all operations except Chris-Craft inboard sales, which come under Sonny's jurisdiction.

Bobby, has been active in the family boat business since his early teens when he used to go directly from school to the boat store. Bobby confesses that he never considered this a hardship; he always found boats and boating fun even when it was business, too. Now 32, Bobby's only absence from service in the family boat business has been during a four-year hitch in the Navy.

"But this was boats, too," says Bob. "And I picked up many ideas in the Navy that have since helped me to do a better job here."

The only day Bobby takes off is Sunday, but it can hardly be said that he takes off from boats. Rather he takes off IN them. His hobby is trying out boats and motors and water-skiing. Hewes Boat Company, incidentally, carries the largest stock of water skis and water-ski equipment in Florida, if not in the entire South. Hewes is distributor for Kimball Fiber Glass skis and for Hedlund, Tourney and Rijo hardwood skis.

Although Hewes moved from its Biscayne Boulevard location in order to handle inboard cruisers, which at the time seemed to be the most promising boat sales field in the Miami area, small boat business surpassed that of the larger boats for the company by 1955. A substantial majority of the company's business is now done in outboard boats, motors and trailers.

Bob Hewes sees the outboard trend as the biggest thing ahead in the boat business, at least for the next several years. He sees the introduction of a 60 horsepower motor by Mercury this year as one of the most significant events in pleasure-boating history.

"It brings yachting to the average guy," says Bob.

Hewes has handled the Mercury line for many years and handles no other outboard line, although all makes are serviced at the Hewes stores.

As further proof that the average guy who has taken to pleasure boating is now providing the bulk of business for the industry, Bob Hewes points out that small inboard craft of sheet plywood run outboard boats a good second in the Hewes sales picture. With the construction just completed at the river location, Hewes now carries more than 50 small boats on the floor, plus 20 to 25 inboard craft ranging up to 32 feet. An average of eight boats is carried on the sales floor of the new 7th Avenue branch store which has 2500 square feet of indoor space. Used boats are carried on a 125 by 50 foot lot outside the branch store. A lot across from the Northwest South River Drive store is also employed for used boats. Many of them are kept under cover, however, using racks under a shed. Bob Hewes says that the use of racks for small boats doubles the carrying capacity of the company's sales floors.

Hewes is one of the country's best known Chris-Craft dealers. Chris-Craft lines carried in the Miami stores include motor boats, kit boats, engines, Cavalier boats and Sea Skiffs. Other boats carried by Hewes: Trojans, inboards and outboards, 15 to 32 feet; Lymans, 13 to 23 feet, inboards and outboards; Fleetwing outboards, 15 to 21 feet; Carter Craft outboards, 14 to 16 feet; Stamas outboards, 14 to 19 feet; Glasspar moulded fibre glass boats, 10 to 19 feet.

The Hewes Company has also taken on a new 19 foot, wide beamed craft designed and built by Al Martin of Miami. Bob Hewes hails this exceptionally roomy, seaworthy craft as the ideal companion for Mercury's new 60-horse outboard. He says the Mercury pushes the Martin boat at 42 miles per hour and will make the craft plane with 16 persons aboard.

Hewes, continuing to expand with the growing interest in boating as a sport for the average American, has also just signed on as a dealer for the extensive Barbour line of inboard and outboard craft, ranging from 13 to 21 feet.

Other lines handled by the big Hewes sales organization include Gator trailers, Attwood hardware, Wilcox-Crittenden hardware, and Pettit paints. Hewes is a distributor, as well as dealer, for Attwood, W-C and Pettit. The company is a distributor of Chris-Craft kits for Dade, Broward and Monroe counties. It also holds a distributorship for Michigan Wheel Company propellers. The company is a dealer for Boat Armor fiberglass and resins.

Hewes maintains boat dock service on the Miami River with a 15-ton boat lift and a full line of Texaco Marine products. All types of engine repairs and overhaul, both inboard and outboard, are done, along with minor hull repairs and services.

The outboard shop is immaculately maintained. There are always scores of outboards of every type in various stages of repair. The force of skilled mechanics help to keep the thousands of outboard motors on Miami waters in tip-top shape at all times.

From the water-side Hewes Boat Co. appeals to the customers arriving by boat. During the years Hewes has found that customer relations are of prime importance. The gas dock, on the right, is only one of the customer conveniences.

A well-laid out showroom has meant added sales from the very first. Hewes believes this bears out the old philosophy that, it doesn't matter how much merchandise you have on hand, you can't sell it if people can't see it.

PROCEEDINGS OF THE AMERICAN BOAT & YACHT COUNCIL

The tentative standard below is published to advance the objective of the American Boat & Yacht Council, Inc. This objective is the development of an advisory code of recommended practices and engineering standards for improving and promoting the design, construction, equipage, and maintenance of small craft with reference to their safety.

The Council solicits constructive comment from all of its members and every element of the boating field that may be interested or concerned. All comment should be directed to the secretary of the organization — Mr. E. S. Terwilliger. It should be sent to the Council offices at 21 West Street, Room 2507, New York 6, New York.

RECOMMENDED PRACTICES AND STANDARDS FOR LIGHTNING PROTECTION (TENTATIVE)

ELECTRICAL DIVISION
Project Technical Committee No. 4

1. *SCOPE*—These standards outline means by which all types of craft can be afforded a high degree of protection in case of a lightning stroke. There is no evidence that any form of protection will prevent a lightning stroke.
2. *GENERAL PRINCIPLES*—In view of the wide variation in structural design of boats, the following basic guides should be considered and used in designing and installing a lightning protection system for any given craft.
   a. A grounded conductor, or lightning protective mast, will generally divert to itself direct hits which might otherwise fall within a cone-shaped space, of which the apex is the top of the conductor and the base is a circle having a radius of approximately two times the height of the conductor. (See illustration).
   b. To provide an adequately grounded conductor or lightning protective mast, the entire circuit from the top of the mast to the ground should have a conduction equivalent to a #8 A.W.G. copper conductor and the path to ground followed by the conductor should be effectively straight.
   c. If there are metal objects of considerable size within a few feet of the grounding conductor, there will be a strong tendency for sparks or side flashes to jump from the grounding conductor to the metal object at the closest point. To prevent damage from such side flashes an interconnecting conductor should be provided at all places where they are likely to occur.
   d. Large metallic objects within the hull or superstructure of a boat should be interconnected with the lightning protective system, or the bonding system, to prevent a dangerous rise of voltage due to a lightning flash. Items which are not part of the electrical system of the boat may be independently grounded, provided it is not practical to interconnect with the lightning protective or bonding systems.
   e. Since a lightning conductor system is expected to remain in working condition for a long period of time with relatively little attention, the mechanical construction should be strong and the materials used should offer high resistance to corrosion.
3. *INSTALLATION RECOMMENDATIONS*—
   a. *Lightning Protective Mast*—A lightning protective mast should be mechanically strong in order to withstand exposure to use and weather. If the mast is of non-conducting material, the associated lightning or grounding conductor should be essentially straight, securely fastened to the mast, should extend at least 6 inches above the mast and should meet the requirements of Paragraph C. of this section.
   b. *Radio Antenna*—A radio antenna may serve as a lightning protective mast provided it is equipped with transmitting type lightning arresters or means for grounding during electrical storms. The grounding of metal rod type radio antennas constitutes sufficient protection for wooden boats, without masts and spars, provided the following conditions are met:
      (1) All conductors in the grounding circuit of the antenna are at least #8 A.W.G. copper or equivalent in accordance with Paragraph c(1).
      (2) A line drawn from the top of the antenna downward toward the water at an angle of 60° to the vertical does not intercept any part of the boat.
      (3) Antenna with loading coils are considered to end at a point immediately below the loading coil unless this coil is provided with a suitable gap for bypassing the lightning current.
      (4) Non-conducting antenna masts with *spirally* wrapped conductors are not considered suitable for lightning protection purposes.
   c. *Materials*—The materials used in making of the protective system should be resistant to corrosion. No combination of metals should be used that forms a galvanic couple of such

a nature that in the presence of moisture or direct submersion, corrosion is accelerated. Except for the use of conducting materials which are otherwise part of the structure of the boat, only copper should be used as the conductor. Where copper is used, it should be of the grade ordinarily required for commercial electrical work, generally designated as being of 98% conductivity when annealed.

(1) *Copper Cable*
Copper cable conductors should be of a diameter not less than #8 A.W.G. The size of any wire of a cable should be not less than #17 A.W.G. The thickness of any copper ribbon or strip should be not less than No. 20 A.W.G. (0.032 inch).

(2) *Joints*
Joints should be mechanically strong and should be so made that they have an electrical resistance not in excess of that of 2 feet of conductor.

d. *Interconnection of Metallic Masses*

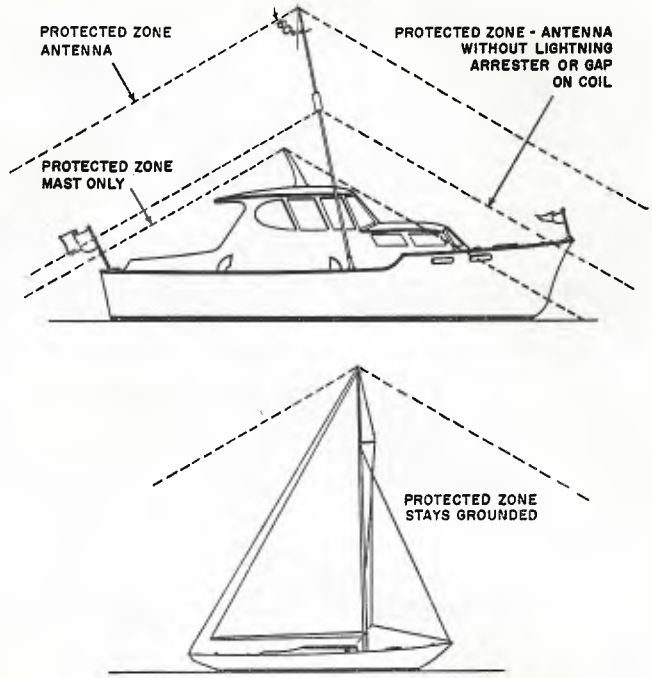
(1) Interconnection or Grounding—Metallic masses aboard boats which are a permanent part of the boat, or are permanently installed within or about it, should, with the exception of those of comparatively small size, be made a part of the lightning-conductor system by interconnection with it (see Paragraph 2.d) or be independently grounded, or both, depending upon their location with respect to the lightning conductors and their surroundings, as more fully described in Paragraphs (2) to (4), inclusive of this section.

Note: The object of interconnecting the metal parts of a boat with the conductor is to prevent damage from sideflashes especially in the case of rather extensive metal objects that are near by. The main principle to be observed in the prevention of such damage is to pick out on a boat the places where sideflashes are most likely to occur and provide metallic paths for them.

(2) Exterior Bodies of Metal—Metal situated wholly on the exterior of boats should be electrically connected to the grounding conductor at its upper or its nearest end, and, if of considerable length, should be also grounded or electrically connected to the conductor at its lower or its farthest end.

Note: Exterior metal bodies on boats include any large masses such as horizontal handrails on cabin tops, smoke stacks from galley stoves, davits or metal signal masts.

(3) Interior Bodies of Metal—Metal situated wholly in the interior of boats which at any point comes within 6 feet of a lightning conductor should be electrically interconnected with it. The bonding required to prevent electrolysis should be considered adequate.



ZONES OF PROTECTION
PARAGRAPH II-I

Note: Interior bodies of metal include engines, water and gasoline tanks, control rods for steering gear or reversing gear. It is not intended that small metal objects such as compasses, clocks, galley stoves, medicine chests, and other parts of the boat's hardware should be grounded.

(4) Metal which projects through cabin tops, decks or sides of boats above the sheer should be bonded to the nearest lightning conductor at the point where the metal emerges from the boat and should be grounded at its lower or extreme end within the boat. Spotlights and other devices projecting through cabin tops should be solidly grounded regardless of any other type of lightning protection. Personnel should refrain from operating this gear when lightning is in the immediate vicinity.

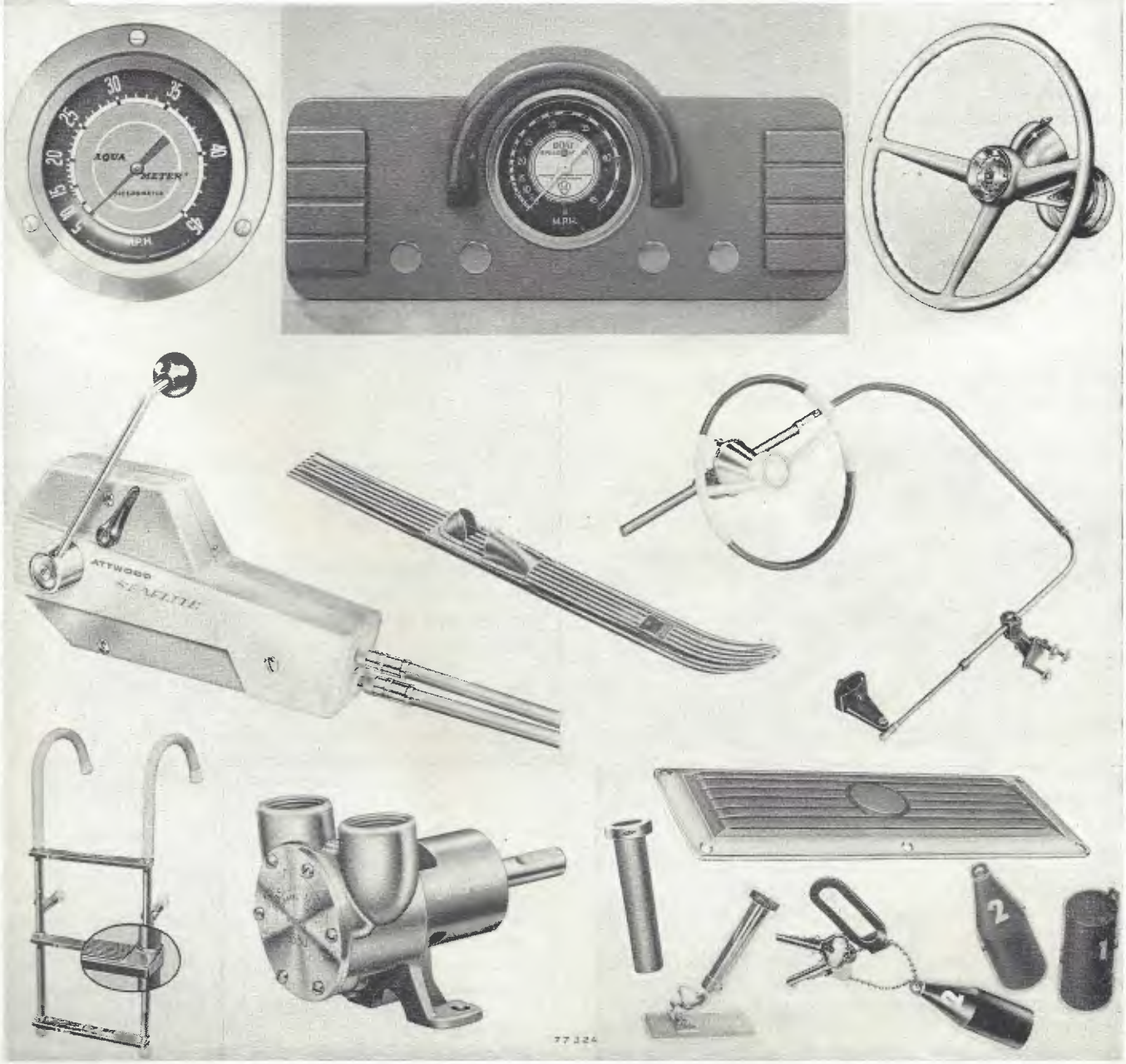
(5) Radio transmitter antenna should be (1) equipped with means for grounding during electrical storms or (2) the transmitter and antenna should be protected by transmitting type lightning arresters.

e. *Ground Connection*—A ground connection for a boat may consist of any metal surface which is normally submerged in the water and which has an area of at least one square foot. Propellers and metallic rudder surfaces may be used for this purpose. The ground plate as required by FCC for radio transmitters should be considered adequate. A steel hull itself constitutes an adequate ground.

f. Vessels with Metal Hulls—If there is an electrical contact between metal hulls and metal masts or other metallic superstructure no further protection against lightning is neces-

(Please turn to page 428)

1957
THE YEAR FOR NEW ACCESSORIES



Live Demonstrations At New York Boat Show Will Reveal Workings Of Propellers, Etc.

ONE OF THE MOST IMPRESSIVE DISPLAYS at this year's New York Boat Show will be that of the Liaaen-Wegner controllable pitch propeller in full operation. This propeller was developed in Norway but is manufactured exclusively in this country by the Wegner Machinery Corp. at Long Island City, N. Y. Besides the propeller, which will be displayed for the first time, will be the Wegner hydraulic steering gear and hydraulic anchor capstan.

The propeller is said to incorporate many simplified features which tend to reduce maintenance and repair. Because it can be made in practically any size, the propeller is reported to be ideal for yachts and small boats as well as larger vessels.

The show exhibit will consist of a yacht-size propeller which is operated by an electric motor and controls. Full feathering and ahead and astern pitch will be features of the demonstration. A plexiglass top on the inboard servo-motor unit will permit visitors to witness the pitch control assembly in action.

Visitors can witness the immediate response of the rudder to the wheel by means of the hydraulic steering gear which will also be in action. This Wegner device enables any yacht to be equipped with power steering. A hydraulic follow-up stops the rudder as soon as the wheel stops. The firm reports that boaters will be pleased with the very small space which is needed to install this steering gear unit.

Wegner engineers will be on hand at all times to explain the workings of these units and answer specific questions regarding them.

For More Information Write No. 910 on "More Data Card"

New Array Of Unusual Yachting Items Featured By Commodore For 1957

Pictured are but a few of the hundreds of nautical items which are illustrated in Commodore's big new catalog.

PICTURED ABOVE are several items from the complete 1957 line of gifts and gadgets which will be featured by Commodore Uniform Co. of New York City at this years New York Boat Show. As usual Commodore will have a complete display of its distinctive gift merchandise on display for the convenience of show-goers.

S. F. Dodes, president of Commodore states, "We are looking forward to 1957 as the greatest year in our history. We have assembled one of the most complete stocks of merchandise we have ever offered. We invite you to visit our New York Show display or to contact us direct at our New York City display rooms — 349 Broadway."

For More Information Write No. 911 on "More Data Card"

New Products From Groco For 1957 Slated For New York Boat Show Bow

WHEN THE 1957 National Motor Boat Show opens in the New York Coliseum this month, the new Groco products made by the Gross Mechanical Laboratories of Baltimore, Md., will be on display in booth C-162 on the third floor.

Two of the many products manufactured by Gross Mechanical Laboratories which will be shown in the firm's exhibit at the New York Show.

Three of the newcomers to the Groco line are the Flomaster series of low-priced pumps; a compact and automatic C2 water pressure system, and an FA combination hand and electric closet.

The pumps, featuring a higher head and volume output, include a standard circulator, a motor high, and a low-priced submergible.

It is claimed the C2 system is quiet in operation and boasts swift pressure recovery; a generous flow of pressured fresh water; a higher cut-in point and cut-out than normal, and a reasonable price.

With an ampere draw reduced 50%, the smooth and silent closet is marketed either as a hand-operated or a complete combination.

For More Information Write No. 912 on "More Data Card"

Kencast Marine Hardware Offers Its Tank Anchor For Added Safety

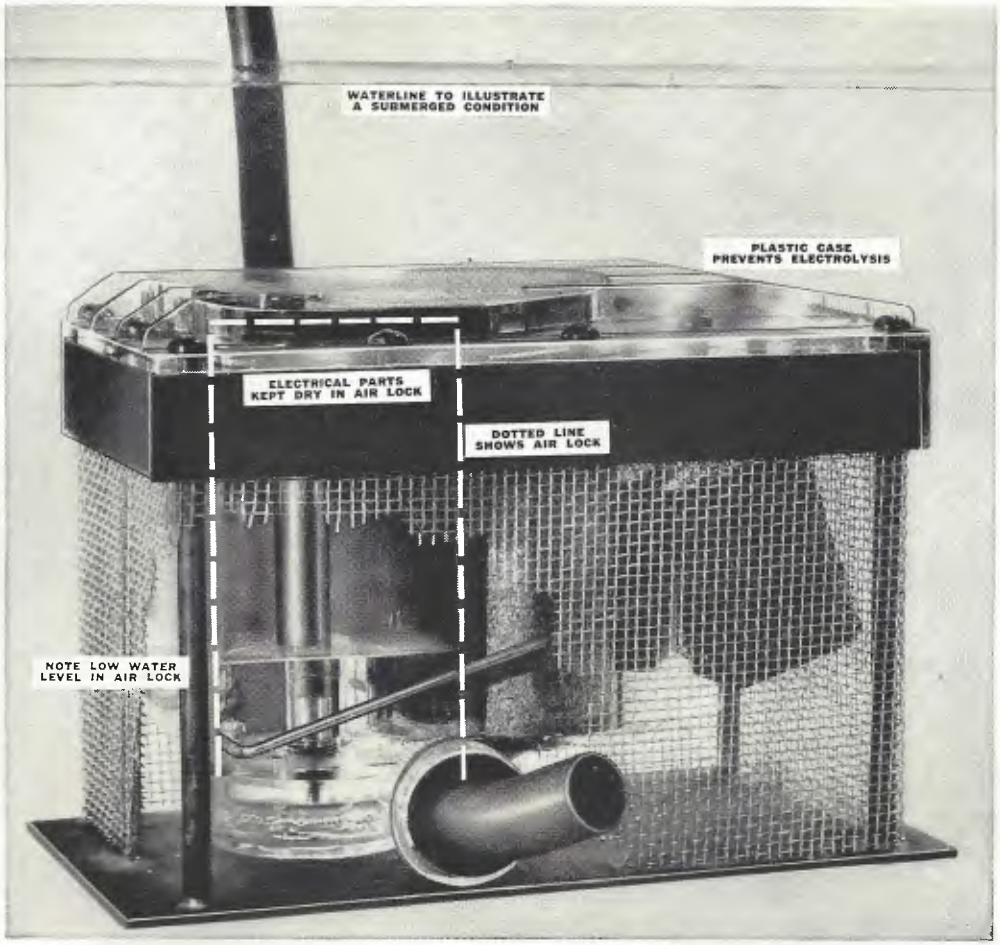
KENCAST MARINE HARDWARE, a division of Kent Castings Corp., is currently introducing its Tank Anchors. The new boating accessory is designed for added boating convenience and safety, according to the Grand Rapids, Mich. firm.

It holds vertical base, remote-type gas tanks securely. These Tank Anchors are designed for easy attachment to the boat. It is said to be easy to anchor-the-tank with a simple turn or two of the spring-action thumb screw.

Tank Anchor clamps are made of non-rusting, non-corroding cast zinc alloy with plated steel thumb screw and inner-spring. A set of three are interchangeable and are packaged in a durable plastic bag complete with instructions. All parts are fully guaranteed and replacements are made without charge, says the firm. Tank Anchors are specifically constructed for vertical base rim remote gas tanks made for Johnson, Champion, Evinrude, Buccaneer, West Bend, Oliver, Elgin, Mercury and others.

For More Information Write No. 913 on "More Data Card"

Here's why Lovett Pumps perform!



ALL PUMPS ARE

- ★ Non-Electrolytic
- ★ Explosion Proof
- ★ Submersible
- ★ All popular DC voltage
- ★ Guaranteed for one year when properly installed

Capacity 550 gal./hr.—3' head
Height 5⅝" — Base 4-5/16 x 8". Weight 6 lbs.

Shown above in cutaway area is the AIR LOCK keeping electrical parts dry. Air is not subject to wear or corrosion like mechanical seals used in all other pumps. This exclusive principle was awarded U. S. Pat. No. 2,669,934. Automatic model also permits manual operation. In addition a strictly manual unit is made. The LOVETT BILGE PUMP is entirely different from all others. Thousands of successful installations plus soaring sales prove its merit.

Lovett Bailer

for OUTBOARD BOATS

Bails out rain water or splash with a twist of the wrist when under way. An inexpensive "helper" that saves you time and energy. Ample capacity.

SMALLEST
(1" high in boat)
SIMPLEST DESIGN
(only 3 parts)
EASY TO INSTALL
(Bore ⅞" hole)

Suitable for ¾" planking or less.

Lovett Pumps

Made by
LONGPORT MARINE COMPANY
Longport, New Jersey

"made by Boatmen for Boatmen"

More Data No., Longport Marine 150

Lubriplate C-105 Is Versatile Lubricant For Boaters Produced By Fiske Refining Co.

LUBRIPLATE C-105 is available in tubes and when kept aboard any craft it is just about the handiest thing at a boaters disposal, relates the manufacturer, Lubriplate Div. of Fiske Bros. Refining Co. in Newark, N. J. Dampness and salt water have no effect on shackles, turnbuckles and swivels following an application of Lubriplate, the company assures, for they will be kept in free working condition for instant response.

Pumps, winches, blocks, etc. all are guaranteed to run more quietly and operate more smoothly when Lubriplate is used. This holds true for fishing reels, too, it is said.

This Lubriplate is a white semi-fluid grease that is waterproof and will not run off or wash away, providing continuous lubrication at all times. Boatmen reveal that, if precoated with Lubriplate, heavy shackles on ground tackle can be loosened with only a pliers after a whole season in salt water.

This product is available at marine, sporting goods and hardware stores throughout the country and is available in three different size tubes to meet individual requirements.

For More Information Write No. 914 on "More Data Card"

New Siren Is Safety Signal On Waterways; Produced By Auto-Matic Products Company

DESIGNED ESPECIALLY for installation on outboards and small cruisers, the new Model OA-3 Marine Siren being introduced at the 1957 Boat Shows by Auto-Matic Products Company of Chicago, Ill. promises to fill a long felt and growing need, states the manufacturer.

With water traffic everywhere increasing by leaps and bounds, both safety and convenience require means for small craft to make their presence known and intentions clear when cruising busy waterways. This device will do it, the manufacturer states—whether the situation calls for a fog-splitting scream or a polite and gentle burble.

Safety siren does double duty when connected to theft and high water alarm systems.

This new junior unit of the Auto-Matic Marine Siren line, though beautifully streamlined, is smaller and has a shorter base than those previously available. Chrome plated mirror finish makes it a thing of beauty as well as utility.

Unique feature of Auto-Matic sirens is that in addition to being superb signalling instruments, they can be connected to theft alarm and high water alarm systems.

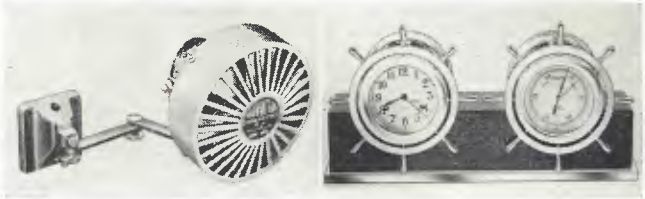
This new Model OA-3 is made for both 6 and 12 volt operation. Dimensions are 8″ x 4½″ x 5¾″ and net weight is 5 lbs. It is available through leading marine supply and equipment dealers in principal boating centers.

For More Information Write No. 915 on "More Data Card"

Increased Facilities, New Catalog, Additional Lines, Promised For '57 By Manhattan

IN KEEPING WITH the ever growing boating field Manhattan Marine & Electric Co. of New York City announces that it has enlarged both store and showroom facilities. New display cases and bins have been added and several additional floors at the Chambers Street location have been utilized for warehouse space.

Company spokesmen state, "As we enter a new season we are better equipped than ever before to serve the yachting public from a large and diversified stock of marine equipment and supplies."



Manhattan Marine & Electric Co. feature such items as these in its new catalog for 1957.

Shortly after the New York Boat Show Manhattan's new 1957 catalog will be off the presses. This years version will list many new items including Vollrath steerers and hardware and Peters and Russell hand pumps. Other new items being distributed by Manhattan this year are a new inexpensive distress pistol kit, a new electric wash down pump, water pressure system and Allcraft monel fuel and water tanks.

It is also reported that they have substantially expanded their operations in the electronic field and now carry warehouse stocks of Raytheon direction finders, telephones, fathometers, converters, etc. Hudson American telephones, electric irons, blenders and Roco direction finders are also included in this part of the inventory.

Long known for their fine clocks and barometers, Manhattan has added two new members to the 1957 lineup. These are the Sea Chime clock and Sea Chime barometer both of which feature imported movements which are fitted into polished cast brass moisture-proof cases.

For More Information Write No. 916 on "More Data Card"

Roehm Marine In Ft. Wayne, Ind., Manufactures Lo-Ur Steering Bracket

A THREE-YEAR-OLD father-and-son enterprise, Roehm Marine of Ft. Wayne, Ind., has achieved considerable success during the past year or so in manufacturing Lo-Ur steering brackets in 2″, 3″, and 4″ sizes.

Made of cast aluminum, the bracket fits all Johnson, Evinrude, and Gale Products motors and can be bolted to the present steering mechanism in a matter of minutes. The product has proved successful for decked boats, says Edward Roehm, and impressively relieves the main steering bearing for easier operation.

"We have been shipping them all over the United States", he adds, "and the Johnson engineering department has put its okay on them as well."

Roehm and his son, Robert, have begun recently a 40′ by 66′ fireproof structure to go with its present 48′ by 66′ quarters, which house sales, refinishing, and storage operations.

Stock at Roehm's includes Chris-Craft and Johnson motors; Wolverine, Carver, Arkansas Traveler, and Penn Yan boats; Gator trailers, and an assortment of marine hardware.

For More Information Write No. 917 on "More Data Card"

Cordo Distributors . . . Get Stocked for '57!

THREE SIZES AVAILABLE

Cordoglas 8'
- Covers 35-40 square feet
Sufficient for: 8-9' dinghy, pram or car top
$34.00

Cordoglas 14'
- Covers 45-50 square feet
Sufficient for: 10-14' outboard, car top, flat bottom skiff or dory skiff
$45.50

Cordoglas 16'
- Covers 70-75 square feet
Sufficient for: 15-16' outboard, 15-17' canoe, 14-16' dory skiff **$58.00**

You may have thought 1956 was a money maker . . . with CORDOGLAS® BOAT COVERING KITS! It was only the shakedown . . . for with each kit sold to your customers . . . a dozen potential buyers for 1957 were *sold* by the RESULTS these '56 sales obtained for small boat owners. Now the word has spread and your problem will be to keep Cordoglas Kits in stock . . . rather than "sell".

REMEMBER THESE "EASYS"—

- **EASY for the customer to handle . . . kit complete with all tools, materials.**
- **EASY for you . . . no messy measuring and cutting.**
- **EASY to stock and display . . . sturdy, smart carton requires minimum space for either.**
- **EASY to inventory . . . does not evaporate, has no shrinkage, no fire risk, indefinite shelf life.**
- **EASY for anyone to apply . . . virtually failure free under a wide range of climatic conditions, works cleanly, neatly, no offensive fumes.**

When you sell Cordoglas, you sell the only completed tested and proven Epoxy Resin, Heavy Duty Glass Fabric, boat covering combination on the market. In three kit sizes . . . and in bulk for larger boats.

® Registered Trade Mark

CORDO CHEMICAL CORPORATION • 34 SMITH STREET • NORWALK, CONNECTICUT

More Data No., Cordo 151

His Lordship Continues Tradition Of Fine Jewelry Craftsmanship In '57 Line

UNTIL A FEW YEARS AGO it was all but impossible and at best very expensive to find good yachting jewelry. Today this is no longer a problem. His Lordship Products Co. of New York City has solved it with their handsome line of authentic nautical jewelry miniatures.

1957 line of nautical jewelry by His Lordship Products has many new selections in both sterling silver and gold.

These superb examples of the craftsmens art are executed in sterling silver and gold. They are the perfect answer to the gift giving problem and are always in good taste.

Many interesting items, such as, bell buoys, lightships, outboard motors, running lights, etc. are reproduced in fine three dimensional detail.

All jewelry by His Lordship can be had for men and women in cuff links, tie bars, earrings, pins, bracelets and many more items. All are handsomely illustrated in the new 1956-57 catalog.

For More Information Write No. 918 on "More Data Card"

Martin Engineering's New Vibra-Tak Is Packaged In Unsinkable Container

THE NEW VIBRA-TAK is packaged in an unsinkable container. It's been calibrated to 21,000 rpms, too, according to Martin Engineering Co., Neponset, Ill. manufacturer. The pocket-size tachometer is housed in a leather case.

With the Vibra-Tak, boat owners can check outboard and inboard motors easily without dismantling motor and without special connections, according to Martin, to determine whether or not adjustments or repairs have changed the rpm.

This is Martin's new Vibra-Tak, packaged in an unsinkable container and a leather case.

By placing the bullet-shaped nose of the tachometer against any part of the marine motor —or even against the side of the boat according to the manufacturer —boat owners can get accurate rpm readings. They simply adjust the metal reed and read the scale.

The unsinkable container—a valuable feature on any marine accessory—is made from virtually indestructible Butyrate plastic.

Both an aluminum model and a deluxe corrosion-resistant nickle-finished brass Vibra-Tak are available. The latter is designed primarily for salt-water boaters.

For More Information Write No. 919 on "More Data Card"

New Vertical Port Pump Series Announced By Jabsco Company

AT THE SAME TIME it reveals the locations and theme of its exhibits at the New York and Chicago Boat Shows, the Jabsco Pump Company of Burbank, Calif., makes known the production of a new four-model series of vertical port, self-priming pumps.

"Combining all the outstanding features applicable to Jabsco pumps", the units are available in ⅜"; ½"; ¾", and 1" port sizes and are designated Models 5320; 3890; 3890-01, and 5330, respectively. Designed for both low- and high-speed operation with pulley or direct motor drive, the pumps are equipped with long-lived ball bearings and are said to cost little both initially and for maintenance.

Newest pump in Jabsco line available in four models.

Three-segment displays are planned by Jabsco both at booths C228 and C229 in the New York Coliseum during the National Motor Boat Show there Jan. 19-27 and in booths 741 and 742 at the Chicago version Feb. 8-17 in the International Amphitheatre.

One section will be devoted to special self-priming marine engine pumps, both foot- and flange-mounted for raw water cooling; another to the standard line of self-priming rotary pumps—in ⅛" to 2½" port sizes and capacities ranging from 2 to 135 gpm—with the neoprene impeller in bronze construction, and the third to a functional display of mechanical and manually-operated demonstration units.

For More Information Write No. 920 on "More Data Card"

Lubriplate Oil And Grease For Outboards Bolstered By Addition Of 2-C Motor Oil

LUBRICANTS IN DISPENSING TUBES have proven to be favorites of boaters everywhere, especially on certain parts of their equipment like underwater gear cases. Now with the introduction of still another item by Lubriplate Div. of the Fiske Bros. Refining Co. in Newark, N. J., outboard motor owners can enjoy the benefits of complete Lubriplate lubrication. So states this New Jersey producer.

Lubriplate C-2 motor oil is newly formulated to burn completely.

This new product is Lubriplate 2-C motor oil. It has been especially formulated for mixing with gasoline for lubrication of two-cycle engines. The maker says that it burns completely and for this reason minimizes carbon deposits on spark plugs and other internal parts of the engine. It likewise insures more reliable and faster starts, says the firm. Lubriplate 2-C is equally suitable for use with four-cycle engines.

All Lubriplate products are available at marine, sporting goods and hardware stores everywhere and can be obtained in a variety of container and package sizes.

For More Information Write No. 921 on "More Data Card"

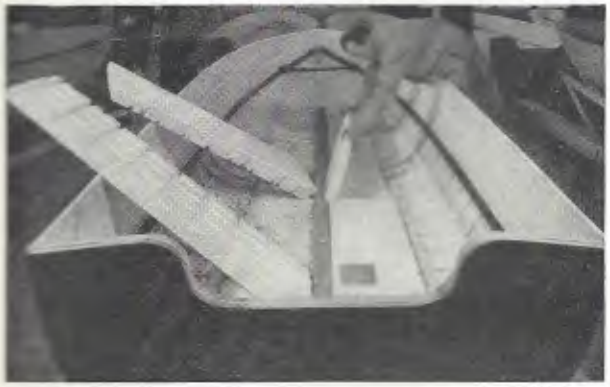
"DYLITE® expandable polystyrene made MOLDED FIBER GLASS boats unsinkable"

says

H. A. Lathrop, General Manager
Molded Fiber Glass Boat Division
Molded Fiber Glass Body Company
Union City, Pennsylvania

Four separate molds are used to form DYLITE flotation sections. The finished section at the left has been molded with a wood block "keyed" in place. Floor-boards are screwed directly to the wood.

The "Erie" model shown above is one of three unsinkable boats produced by the Molded Fiber Glass Body Company.



The DYLITE floors fit in place quickly and firmly. Since they are mounted on the inside of the hull, the sections do not affect the draft of the boat.

This DYLITE section has been molded to fit the exact contour of the boat hull. The sections measure about 4½ feet long by 15 inches wide and vary in depth to create a flat deck.

"You can fill MOLDED FIBER GLASS boats with water and they just won't sink," says Hal Lathrop. "That's because formed DYLITE expanded polystyrene is fitted into place between the floorboards and the hull of the boat. We chose DYLITE over other flotation material, like cork and balsa wood, because it is lighter, easier to form, and has very low moisture absorption. DYLITE plastic not only reduced production costs, but its high compressive strength adds structural strength to the entire boat and stiffens the floorboards, thus permitting lighter floorboards."

"We form DYLITE flotation sections in a heat press in just three minutes," reports Mr. Lathrop. "The perfectly molded sections fit easily in place right over the hull ribs. Four floats varying from 2 to 5 inches in depth, form a flat surface over which a plywood floorboard is screwed in place."

You can mold DYLITE plastic in *any* shape you need right in your own plant. Just place the plastic beads in a mold, apply heat, and they puff up to fill the entire cavity. The result — a tough, smooth, waterproof, lightweight shape molded to your exact requirements. And, Koppers engineers will help you work out your complete production set-up.

For more information about the use of DYLITE plastic for boats and buoys, write to the Koppers Company, Inc., Chemical Division, Dept. BI-17, Pittsburgh 19, Pennsylvania.

KOPPERS

KOPPERS PLASTICS

Sales Offices: PITTSBURGH • NEW YORK • BOSTON • PHILADELPHIA • ATLANTA • CHICAGO • DETROIT • HOUSTON • LOS ANGELES • SAN FRANCISCO

In Canada: Daminion Anilines and Chemicals Ltd., Toronto, Ontario

More Data No., Koppers Plastic 152

LOOK AT THE BIGGEST AD

ever placed by a marine electronics mfr.

6 FULL PAGES !*

Raytheon builds business for dealers with the best and biggest line— backed by powerful promotion

Want to cash in on the most complete marine electronics line in the industry? Want to take advantage of Raytheon's intensive advertising and sales promotion campaigns? Want to increase your volume the year 'round?

Then — write, wire or 'phone Mr. Myles Walker, Manager of Dealer Sales, Marine Products Dept. (telephone TWinbrook 3-5860) or contact your nearest Raytheon office.

Excellence in Electronics

RAYTHEON MANUFACTURING COMPANY

A-1040

Commercial Equipment Division, Marine Products Dept.
Waltham 54, Massachusetts

DISTRICT OFFICES: Atlanta, Baltimore, Boston, Chicago, Los Angeles, New Orleans, New York, Seattle.

*January YACHTING pages 39, 40, 41, 42, 43, 44
January MOTOR BOATING pages 21, 22, 23, 24, 25, 26

More Data No., Raytheon 153

Small Boat Colors

WHITE

✳ WHITE FOAM

✳ SUNTAN

BUFF

✳ SUNSET

LIGHT YELLOW

ORANGE

FLAME CORAL

BRIGHT RED

DULL DEAD GRASS

✳ GREEN SPRAY

FISHER GREEN

GREEN

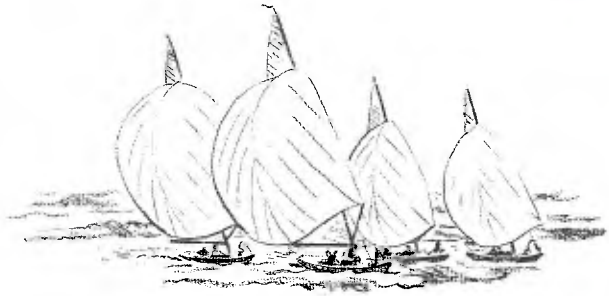
GRAY

AZURE

BLUE

BLACK

Pettit Paint leads the Color Parade in '57



marine paint

✳ New Pettit Colors for '57

PRINTED IN U.S.A.

Shipendec Colors

WHITE

OYSTER WHITE

DUTCH CREAM

✳ LEMONADE

MEDIUM BUFF

ORANGE BUFF

SPECIAL SPAR

BLUE ICE

BIKINI BLUE

MARLIN BLUE

BAHAMA BLUE

RICH BLUE

PINK CLOUD

TAHITI CORAL

BRIGHT RED

✳ PLATINUM

GREEN MIST

FRENCH GRAY

NEWPORT GREEN

MARINE GRAY

SEA GREEN

BATTLESHIP GRAY

PINE GREEN

Turn Page FOR COMPLETE LIST AND PRICES OF PETTIT PRODUCTS

SEE OTHER SIDE FOR THE PETTIT COLORS FOR 1957

Pettit Paint leads the Color Parade in '57

PRICE LIST EFFECTIVE OCTOBER 1, 1956

Prices subject to change without notice

Bottom Paint —

	Ones	Qts.	Pts.
Green Copper	13.00	3.60	1.90
Red Copper	9.70	2.70	1.50
Special Red Copper	10.00	2.80	1.60
Coppercide Red	13.00	3.60	1.90
Tropicop Red and Green	18.00	4.80	2.60
Vinylcide Red	25.00	6.60	3.40
Old Salem Copper Bronze			
Anti-Fouling (Salt-Water)	19.00	5.10	2.70
Hard Racing (Fresh-Water)	19.00	5.10	2.70
Racing Finish			
White, Blue, Green and Red	11.00	3.10	1.70

Varnishes —

Bak-Spar Varnish	9.50	2.70	1.50
Alvar Spar Varnish	9.50	2.70	1.50
Lightning Spar Varnish	9.50	2.70	1.50
Clear Spar Varnish	9.00	2.60	1.40
Satin Varnish	9.00	2.60	1.40

Yacht Whites —

Flat	8.70	2.50	1.40
Semi-Gloss	9.70	2.70	1.50
Gloss	10.00	2.80	1.60
Enamel	10.00	2.80	1.60

Yacht Blacks —

Flat	8.00	2.30	1.30
Gloss	9.50	2.70	1.50

Shipendec Colors —

Orange Buff, Pine Green, French Gray, Marine Gray, Medium Buff, Battleship Gray	9.50	2.70	1.50
White, Oyster White, Special Spar, Blue Ice, Bikini Blue, Marlin Blue, Dutch Cream, Bahama Blue, Rich Blue, Lemonade, Green Mist, Newport Green, Sea Green, Platinum, Pink Cloud	10.00	2.80	1.60
Bright Red, Tahiti Coral	11.00	3.10	1.70

Small Boat Colors —

White, Buff, Green, Dull Dead Grass, Gray, Fisher Green, Black	8.50	2.40	1.40
Light Yellow, Flame Coral, Bright Red, Suntan, Sunset, White Foam, Green Spray, Orange, Blue, Azure	9.50	2.70	1.50

Work Boat Colors —

	Ones	Qts.	Pts.	½ Pts.
Hull White Flat	8.00	2.30	.....	.....
Hull White Semi Gloss	8.50	2.40	.....	.....
Gloss Black, Buff, Red Oxide, Medium Gray, Gulf Gray, Battleship Gray	7.20	2.10	.....	.....
Bright Green, Bronze Green	8.50	2.40	.....	.....
Bright Red	9.00	2.60	.....	.....

Sealers —

Clear Sealer	7.00	2.10	1.20	.....
White Sealer	7.50	2.20	1.20	.....

Primers —

Zinc Chromate Primer	8.50	2.40	1.40	.80
Red Lead Primer	10.00	2.80	1.60	.90
Resistorust	7.00	2.10	1.20	.80
Vinyl Metal Primer	.....	2.80	.....	.....

Undercoaters —

Yacht White Undercoater	8.20	2.40	1.30	.....
Racing Undercoaters				
White, Red and Blue-Green	9.00	2.60	1.40	.....
Plywood Filler	8.50	2.40	.....	.....
Fibre Glass Undercoater	9.00	2.60	.....	.....
Vinyl Red Undercoater	10.00	2.80	1.60	.....

Surfacers and Fillers —

	Ones	Qts.	Pts.	½ Pts.
Q. D. Paste Wood Fillers				
Natural, Light Mahogany, Dark Mahogany, Brown Mahogany	7.50	2.20	1.20	.80
Glazing Compound	8.50	2.40	1.40	.80
Plastic Surfacer				
Natural, Mahogany, White	8.50	2.40	1.40	.80
Plastic Dough—Natural, Mahogany	7.50	2.20	1.20	.80
Plastic Dough—Natural, Mahogany	7.50	2.20	1.20	.80

Elastic Compounds —

Batten Compound	5.50	1.70	1.00	.60
Bedding Cement—Natural, Mahogany	6.50	1.90	1.10	.70
Marine Glue	6.50	1.90	1.10	.70
Seam Compound				
White, Red Lead, Mahogany, Gray, Black	8.50	2.40	1.40	.80
Seam Cement—Brown, Green	6.00	1.80	1.10	.70
				6-oz.
#101 Rubber Sealer	11.00	3.50	1.90	1.30

Canvasing Products —

				½ Pts.
Canvas Cement	7.00	2.10	1.20	.80
Canvas Tightener and Sealer	8.50	2.40	.....	.....
Canvas Tightener Thinner	6.00	1.80	1.10	.....
Canvas Filler	8.50	2.40	.....	.....

Boot Topping Colors —

White, Light Blue, Blue, Green, Red, Black	.....	3.10	1.70	1.00

Engine Enamel Colors —

White, Chris Craft Blue, Blue, Green, Red, Aluminum, Gray, Black, Chrysler Gray	.....	2.60	1.40	.90

(See also Spray Can Colors)

Spray Can Colors —

	12 ozs.
Lightning Spar Varnish	
Yacht White Enamel	
Yacht Black Enamel	
Engine Enamels	
Chris Craft Blue, Red, Chrysler Gray, Green Gray, Aluminum, Dull Aluminum	1.89

Lobster Buoy Colors —

				½ Pts.
White, Blue, Green, Light Yellow, Yellow, Orange, Red, Black	9.00	2.60	1.40	.....

Preservatives —

Clear Preservative	4.00	1.30	.....	.....
Cuprocure Green	4.50	1.40	.....	.....

Thinners —

#120 Brushing Thinner	2.50	.90	.60	.....
#121 Spraying Thinner	2.50	.90	.60	.....
#140 Special Thinner	5.00	1.60	.....	.60

Miscellaneous —

P. & V. Remover N. I.	6.00	1.80	1.10	.....
Signal Paint Colors—Red, Green	.....	2.80	1.60	.90
Aluminum Paint	9.00	2.60	1.40	.....
Bilge Solvent	3.00	1.10	.....	.....
Lettering Black	.....	2.60	.....	.90
Japan Dryers	6.00	1.80	1.10	.70
Skidless Compound	.....	.....	1.20	.80

Package Sizes —

4 Gallons—Paint
6 gallons—Non-Pigmented Liquids
8 quarts
12 pints
12½ pints

5 Gallon Kit Price —

Deduct 10¢ from gallon price

FLASH!

It's BIG NEWS! It's the big beautiful 15 ft. Norcraft GULL all fiberglass runabout. This trim craft has what your boating customer wants. Designwise, sweeping fins and flared bow. Colorwise, white hull and deck with bright red cockpits.

For family enjoyment and safety the cockpits are deep, roomy and comfortable with a walk-thru centerdeck. It's a waterskiers dream of speed and maneuverability.

The GULL's one piece molded decks and seats with rigid reinforced bottom, take the punishment of high horsepower motors without vibration.

Be prepared to offer your customers something new in boating. Send coupon for dealer discounts and boat specifications now!

NORTHERN REINFORCED PLASTICS CORP.

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DEALERS: ***This is your opportunity!***

A limited number of dealers are now being chosen, as a large expansion program is now being completed.

Name .....

Address .....

More Data No., Northern Plastics 155

Apelco Exhibit At NY Boat Show Will Introduce New Electronics

THE NEW AE-16 marine radiotelephone package will be introduced at the New York Boat Show. It'll highlight the Apelco exhibit. Applied Electronics Co., Inc., South San Francisco, Calif. manufacturer says that this new unit keynotes the design engineering of its entire electronics line.

New York boat show-goers will see this new AE-16 marine radiotelephone package this month. Its an Apelco product.

The new package allows the do-it-yourselfer to install radiotelephone and antenna. It is said to offer numerous economies and advantages to the small boat owner and provides excellent emergency or auxiliary communications for vessels with larger equipment.

The package, says Apelco, is complete. It contains a modern five channel radiotelephone (with tunable standard BC) tubes, fuses, crystals for three channels, power supply and battery leads. Also included is a specially integrated center-loaded quarter wave vertical antenna supplied with molded-plastic column support brackets and necessary lead-in cable. The AE-16 package will be available only at authorized Apelco dealers, according to the firm.

All internal circuits are pre-tuned, says Applied Electronics. Satisfactory operation with the antenna supplied is possible merely by simple adjustment of the antenna optimizing control located on the front panel. The entire installation can be dismounted readily for storage. Systems are available for six or 12 volt operation and, according to Apelco, current drain is low.

Other premier showings include an entirely new direction finder, the DFR-12, with eight crystal controlled channels and three tunable ranges. Additionally, the new AE-148M 150 watt, eight channel radiotelephone for Great Lakes and Inland Waterways will be shown for the first time. The San Francisco firm welcomes inquiries concerning these new items or those already established in its line of Apelco products.

For More Information Write No. 930 on "More Data Card"

Fuel-Mixing In Four Easy Steps Accomplished By Mixrite's Tank

AVAILABLE IN EITHER the dispenser type — for use with small outboards — or the remote-feed type and in 3½- and 6-gallon sizes, a self-mixing outboard fuel tank for correct proportioning of gasoline and oil has been manufactured by the Mixrite Can Co. of Elkhart, Ind.

Made of lead-coated deep-drawn steel which is finished in bright red baked enamel, the Mixrite — one of which will fit any two-cycle engine — is represented as "the best thing that's happened to outboard motors since the invention of the boat".

A four-page folder published by the manufacturing concern describes the four easy steps by which the mixing problem is solved, whether the tank is empty or partially filled; when the inner proportioning chamber is filled with oil, says a Mixrite official, the oil-to-gas ratio is always correct no matter the amount of unused fuel in the tank.

In the process of assuring the owner better performance from his engine, the Mixrite allegedly helps eliminate "fouled" spark plugs and undesirable odors; decreases fire hazards in fuel mixing; eases starting; adds power, and lengthens the motor's life.

For More Information Write No. 922 on "More Data Card"

Newest Styltop And Nautaform Windshield Included In Hardware By Aluminum Marine

MARINE HARDWARE and fittings made of Nautalloy and Chromalloy are being manufactured by Aluminum Marine Hardware Co., Inc. of Auburn, N. Y. These carefully produced products will be shown in the firm's display at this year's boat shows.

This brief outline of these materials is being given to acquaint dealers with the above materials which are being made into outstanding marine accessories.

Nautalloy is a corrosion-resistant aluminum alloy that is both light and durable. Nautalloy fittings are styled for utility and appearance, says the manufacturer. Use of this material results in boat fittings especially for those who desire an accessory that is light in weight and yet embodying years of built-in wear.

Streamlined cleat is forerunner of things to come from manufacturer.

Chromalloy is produced of triple-coated chrome on a rugged Zamac base. Hardware items of this material are lustrous and gleaming, designed to dress up the appearance of any boat. Because it is finding such ready acceptance by boaters everywhere, Chromalloy is becoming an increasingly popular material in the production of marine hardware by the Aluminum Marine firm, officials reveal.

Nautaform, on the other hand, embraces a goodly number of nautical articles being produced by the Auburn, N. Y. company. It is the name given to such formed products as canvas boat tops, wraparound windshields, boat ladders, hatches, etc. Since the inception of the word Nautaform, the acceptance of Nautaform units has grown by leaps and bounds, states the maker.

Constant research and development at Aluminum Marine has resulted in the production of its Nautaform Styltop which is designed to fit any boat with a wraparound windshield. The manufacturer's Nautaform wraparound windshields come in for their share of close inspection, too. This windshield is now mounted on four new-styled brackets for easier installation, longer wear and more streamlined appearance.

The Styltop is only one example of the company's new developments, according to firm heads, who report that because of today's highly competitive boating trade they are bending every effort to satisfy customers and dealers with the very best in top flight products.

For More Information Write No. 923 on "More Data Card"

Allen-Built BOAT TRAILERS

YOUR BEST LINE FOR VOLUME SALES

EASY SELLING—Quality construction, safety-engineering, long-lasting sturdiness, ease of handling and roadability of Allen-Built Boat Trailers make selling an easy proposition. Add to this Allen's moderate prices and you have a combination that's hard to beat for fast turnover.

SPEEDY ASSEMBLY—Allen-Built Boat Trailers require only 15 minutes assembly time. When you figure the hours it takes to assemble other units, you can appreciate how much extra profit you can make with Allen-Built Boat Trailers.

FAST, ECONOMICAL DELIVERY — Allen-Built Boat Trailers are delivered to you in our own trucks. The resulting savings in freight costs further increase your profit per unit.

WIDE RANGE OF SIZES — You never need miss a sale for want of a size. 5 Allen Trailer Models handle all size boats—light 12' boats through 18' to 21' cruisers.

A PROFITABLE OPPORTUNITY awaits the aggressive dealer who sells Allen-Built Boat Trailers. Contact your Allen Distributor right away for literature, price and discount lists on this top quality line that sells on sight.

DISTRIBUTORSHIPS OPEN IN CERTAIN AREAS

ALLEN TRAILERS, INC.

7300 Navigation • **Houston, Texas**

THE PLUS FEATURES IN ALLEN-BUILT TRAILERS THAT MAKE SELLING EASY

1. Heavy duty all-welded construction.
2. Load carried on coil springs with torsion bar stabilizer and shock absorber.
3. High speed, heavy duty balloon-type tires.
4. Heavy duty automotive TIMKEN Bearings.
5. Tilt loading and launching system.
6. Heavy duty rubber rollers.
7. Rubber roller transom pad combination.
8. Built to handle and protect a boat with heavy motor left in place.
9. Adjustable to fit various sizes and shapes of boats.

DISTRIBUTORS

Bill Bell, Inc., Dallas, Texas (Husky)*
Bill Bell, Inc. of Houston, Houston, Texas (Husky)*
Bill Bell, Inc. of Oklahoma, Oklahoma City, Okla. (Husky)*
Blue Star Distributor Co., Independence, Mo.
Holmes A. Thurmond, Shreveport, La.
Holmes Motor and Boat Co., Lafayette, La.
Watercraft Sales, Rockford, Mich.
Vincent Marine, Tulsa, Okla.
Valley Boat Sales, Van Nuys, Calif.

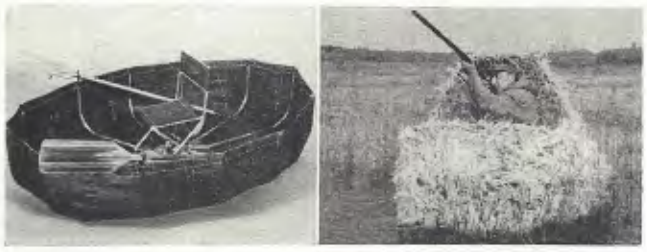
*Designers and Manufacturers of HUSKY Trailers

More Data No., Allen 156

Folding Boat And Blind To Fit It Marketed Under Packet Name By Porta

THE PACKET LIGHTWEIGHT folding boat expressly for the outdoorsman, and a 10-pound blind which is made to fit in when it's being used by a duck-hunter, are products of The Porta Co., Inc., of Canton, Mass.

Measuring 6′ by 4′ when open and 38″ by 20″ folded, the boat weighs only 24 pounds complete with chair, oars, and oarlocks. Sold with a harness for easy carrying, it can be assembled in a minute and is capable of floating loads in excess of 500 pounds.



Ten pound duck-blind, especially made for this folding boat, makes a unit that hunters really go for.

Upkeep is unnecessary, for the boat's hull is of 14-ounce rot- and mildew-proofed duck which is coated with Vinylite to withstand a temperature variance from 20 degrees below zero to 135 above without cracking. The ribs are of aluminum tubing, alloyed for resistance to salt water.

Fashioned of more than 10,000 pieces of natural raffia tied to a strong net especially fitted to the anodized aluminum frame, the Packet blind can be assembled in five minutes and is marketed with a carrying bag.

Principal advantages to the duck or goose hunter using the Packet boat-and-blind combination are the ability to make a proper set and shoot comfortably over his decoys; to retrieve his fowl when it is crippled or falls in deep water, and to move to another location with a minimum of trouble should conditions change or the birds steer clear of the original spot.

For More Information Write No. 924 on "More Data Card"

Quick Starting For Electric Outboards Promised With Use Of Willard OP-12 Pack

SWIFT STARTING for single or twin installations of 12-volt electric outboard motors through use of its OP-12 power pack is promised by the Willard Storage Battery division of Cleveland, O.

Simple to operate, the compact and light power plant consists of a 12-volt storage battery and a built-in charger encased in a sturdy metal container and it features a separate tool compartment.

Willard's new 12-volt power pack provides instant starts for outboard motors of this voltage.

The charger is built into the upper part of the case to protect it from water and spray, and it connects easily to the battery for recharging. Charging away from the boat is facilitated by a 12′ charging lead which connects to any 110-volt, 60-cycle A.C. outlet; removability of the entire power pack from the boat, and an off-center position handle and less-than-55-pound total weight which make for greater portability.

A special rust-resistant baked enamel finish has been applied to the metal case, in the side of which is a handy standard outlet for plug-in operation of appliances, tools, and lights.

Besides the new OP-12, Willard makes an OP-1 six-volt power pack and a complete range of heavy duty marine battery types.

For More Information Write No. 925 on "More Data Card"

Jervis' Marine Products Division Introduces New Deck Hardware Kit

IN ITS CONTINUING EFFORT to provide owners of fine boats with smooth-looking—yet strong and safe—accessories, the Marine Products division of the Jervis Corp. has assembled eight items into a deck hardware kit which is new for 1957.

This kit features eight items of deck hardware which will be a feature of the Jervis Corp. this year.

Die-cast from durable alloy metals which have been triple-plated (with copper, nickel, and chrome) for beauty and corrosion-resistance, the eight articles consist of one bow handle; two stern handles; three cleats, one large and the others small, and a pair of streamlined chocks.

Applying the lessons of more than 40 years' existence in Middleville, Mich., the marine division has seen to it that contact points of its hardware have been rounded for ease of handling and for longer life of mooring lines and ropes; furthermore, fabrication of columns, bases, and grips has been strengthened to insure more efficient performance.

Step-pad frames are for mounting rubber treads in a choice of black, white, aqua, coral, blue and yellow.

A pair of step-pad frames—with mounting holes in each corner—is also in the Jervis lineup for 1957; Model 65007 measures 3″ by 8¾″ and 65009 is 2″ by 8″. Rubber treads in black, white, aqua, coral, blue, or yellow are included in the offer.

Plain rubber treads in the same colors are being marketed for individual mounting anywhere aboard ship where safe footing is wanted.

For More Information Write No. 926 on "More Data Card"

*Patent Applied For

Profitable Parade of Style and Safety

With Thompson's *new* line for '57, you cash in on the big swing to family boating. The new models are smart, appealing, available in striking colors and easy for even a new boating enthusiast to handle.

They're roomy, these new Thompson beauties—big enough for an entire family. They go like a rocket . . . take sharp, high-speed turns with ease and safety. Rough weather is no problem. These rugged Thompsons are built wider at the water-line and their sealed seam, brass-bolted, Sea-Lap® construction keeps them tight and dry as they plane over long swells or choppy water.

STAR THE THOMPSON LINE THIS YEAR
it's a sure-fire way to boost your business.

Thompson BROS.
first—and finest—for family boating

Want to be a THOMPSON DEALER?

Dealers treasure the Thompson Franchise because it offers one of the greatest sales opportunities in boating. The greatest name in outboard boats, backed by 53 years of pioneering leadership. You'll find Thompson boats the easiest boats in the world to sell and Thompson arouses the interest of your prospects with a regular schedule of powerful advertising. So act now—mail the coupon!

THOMPSON BROS. BOAT MFG. CO. 311 Ann St., Peshtigo, Wis. 311 Elm St., Cortland, N. Y.
(Write to nearest address)

☐ **Rush full details on Dealer Franchise**
☐ **Send FREE 1957 complete line catalog**

Name_____
Firm_____
Address_____
City_____ State_____

More Data No., Thompson Bros. 157

Completely New Marine Engine Coupling Produced By Martin Marine Products, Inc.

MARTIN MARINE PRODUCTS, INC., 3848 South Kedzie Avenue, Chicago 32, Illinois, offers a highly versatile Marine Engine Coupling for use on all marine engines.

The Master Marine Universal Joint is a precision-made marine coupling, accurately machined and balanced for long life and trouble-free service. The coupling is used between the propeller shaft and the engine of the boat to absorb misalignment caused by structural distortion of the hull in a seaway. It is particularly important that flexible couplings be used with rubber engine mountings to allow the engine to float freely and to prevent distortion of the shaft.

Universal joint requires no special tools or equipment for installation.

Propeller vibration is substantially absorbed by use of the Master Marine Universal Coupling. Even a small degree of misalignment with rigid couplings can cause shaft whip and excessive vibration can impose extreme strain on the reverse gear and stuffing box.

The Master Marine Universal Joint requires no special tools or equipment for installation. The coupling replaces standard solid flange without alteration or change. It is so simple to install, the average boat owner can install it himself. No set screws to vibrate loose and damage shaft — simple positive action clamp maintains perfect balance with the tightening of two Allen-Head cap bolts for perfect fit and alignment.

The unit is manufactured to fit all standard shaft sizes and all marine engines. And the price is well within the means of every boat owner.

For More Information Write No. 927 on "More Data Card"

Mamaroneck's Bascome Boat Holder Being Accorded Increased Praises

FABRICATED WITH A RUGGED cast mooring base which secures easily in a matter of minutes to any dock or float, the new Bascome boat holder is achieving greater popularity so as to overjoy its manufacturer, the Mamaroneck Marine Specialties Co. of Mamaroneck, N. Y.

Padded arms of boat holding device provides individual docking space and keeps boats from contact with dock or adjacent craft at all times.

A number of marinas, liveries, public docks, and clubs — Rex Marine, Shakeshaft Outboard Service, and the South Norwalk Boat Club, to name a few—are represented as having chosen the product as solution of their problems in docking and berthing small craft.

Two spring stainless steel arms which attach to the base form a V to hold any boat 16′ and under firmly in a bow-on position no matter how angry the wind, sea, or current. For broadside docking, the arms—padded with replaceable canvas-covered rubber tubing—can be flipped back.

For More Information Write No. 928 on "More Data Card"

Convertible Boat Tops, Windshields Manufactured By Pre-Vue Co., Inc.

THE THREAT OF INCLEMENT weather is effectively minimized with the use of its series of convertible boat tops and windshields, according to the Pre-Vue Co., Inc., of Minneapolis, Minn.

Component parts of the tops include strong aluminum frames, pre-shrunk canvas that is waterproof and mildew-resistant, and necessary hardware.

Sun or rain is no problem when using any one of a series of convertible tops and windshields by Pre-Vue Co.

An alleged first in boating is the Pre-Vue model 1365, available in a choice of red, aqua green, or suntan, which can be installed on oarlock-equipped fishing craft 44″ to 66″ at the beam. Installation consists simply in securing the straps after the pins have been dropped into the oarlocks.

Produced in two styles—for boats with and without windshields—the convertible tops are standardly marketed in aqua green and suntan, but a 10% price increase buys them in scarlet red, California blue, tangerine, chrome yellow, or black.

For boats without windshields and measuring anywhere from 50″ to 73″ at the beam, Pre-Vue sells a 5′ and 7′ series; accessories include side and windshield curtains and storage boots.

The five basic tops for boats with windshields and with decks from 48″ to 76″ in width are again available in 5′ and 7′ models. An 18″ deluxe windshield can be installed whether or not a top accompanies it; when a top is added, however, use of a supporting center post is considered a necessity.

The 18″ windshield—plus the five 12″ models in a deck width range of 42″ to 70″ and the six 15-inchers which include the 1965 for installation on boats with decks 72″ to 76″ wide—are of the full wrap-around type and fashioned of 3/16″ Plexiglas.

For More Information Write No. 929 on "More Data Card"

Due to the great demand by the marine trade we again make this unbeatable offer.

FREE! ALL STEEL DISPLAY CABINETS and Composite Boat Chart

You can stock double the assortment offered in this heavy gauge all steel display case beautifully finished in grey locquer. Shelves are adjustable. 21" wide, 30" high, 9" deep. Attached to the top is a three color Composite Boat Chart mounted on tekwood making the overall height 58".

For the man who does not know all the answers we supply the large Compasite Boat Chart attached to the display that will by itself tell the boat owner what to use and where to use it. You waste no time in answering questions.

6 — 1 lb. White No. 1	$ 4.20
12 — 1 lb. White No. 2	8.40
12 — 1/2 pt. White Seamlast ..	8.40
6 — 1/2 pt. Mahogany Seamlast	4.20
6 — 1/2 pt. Seam Paint	3.90
12 — 1/2 pt. Canvas Cement ...	9.00
12 — 1/2 pt. Bedlast (Natural)..	9.00
6 — 1/2 pt. Bedlast (Mahogany)	4.50
6 — 1/2 pt. White Trowelast ..	5.40
6 — 1/2 pt. Mahogany Trowelast	5.40
6 — 1/2 pt. White Brushlast ..	5.40
6 — 1/2 pt. Double-Plank Cement	4.50
6 — 1/2 pt. Avio Glue	4.50
6 — 1/2 pt. Patchlast	5.10
12 — bottles Sealtite*	16.20
6 — quarts, clear — Canvas Preservative	9.90
6 — quarts, 3-Way Preservative	9.00
24 — 1/4 pints, Woodtex — Wood Plastic*	12.00
List price	$129.00
Dealer discount — 40%	51.60

NET COST TO DEALER $77.40

*Sealtite colors are — natural, white, mahogany and black.
*Woodtex colors are — natural, mahogany, light mahogany, cedar, pine, fir, oak, light oak, and teak. — We will ship Natural if no other color is specified.

FREE! With this display assortment you receive 100 booklets which includes complete detailed information about each product plus a copy of the Composite Boat Chart.

FREE! SALES HELPS!

KUHLS products are the most widely used and advertised line of products of their type in the Marine Industry.

KUHLS publication advertising reach over 50% more boating enthusiasts than its nearest competitor — By actual survey.

KUHLS supplies their dealers with selling aids — counter and window displays — instructive literature — Newspaper mats, etc. Every day in all sections of the country boatmen are reading KUHLS ads. A continuous building up of the demand for KUHLS products.

SEE OUR DISPLAY N. Y. BOAT SHOW BOOTH #C-204

More Data No., Kuhls 158

Six New Items Added To Its Line For Year '56 By Burbank Ski Shop

TWO NEW SKI MODELS and four styles of rubber ski and skin diving suits have been added to the 1957 Ski King line by the Burbank Ski Shop of Burbank, Calif.

Six new items of water skiing apparel added to this year's line by Burbank Ski Shop.

Previewed at the recent National Water Ski Meet in LaPorte, Ind., the suits—wet or foam neoprene, and dry, sheet neoprene types—won enough praise to cause the manufacturer to open a new factory adjacent to its present shop to handle production.

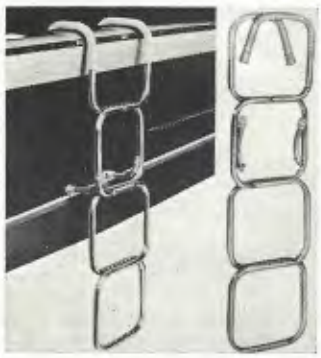
Also said to be on the popularity upgrade are the new skis: the Banana Ski in either ash or duka for sharper-turning skiing, and the triple-laminated model with different-colored woods in the top layer and a cross layer and solid bottom.

For More Information Write No. 933 on "More Data Card"

Lightweight Aluminum Boarding Ladder And Boat Hook Made By Mah-Zell Products

CONTINUOUS ONE-INCH TUBING is used by Mah-Zell Precision Products Co. of New York, N. Y. in the production of its Stow Easy boarding ladder. This type of construction results in a rigid ladder, eliminating loose, wobbly steps, state Mah-Zell.

The top of this ladder has goose necks that are covered with Neoprene rubber for mar-proof protection of boat sides. These hooks are held in both open and closed positions by means of a special swivel-lock stop. The rubber tipped stops which hold the ladder away from the boat sides also fold for storage, making the ladder just 2½" thick when not in use.



New low-priced boarding ladder shown in open position and folded for storage.

All time-consuming maintenance has been entirely done away with by the use of special corrosion-resistant aluminum in fabricating these ladders, says the company. Although it boasts 1000 lb. shear test, the ladder is extremely light in weight, and by reason of its water-tight seals is unsinkable. Making an ideal gift to boat owners, the ladder is available in two, three or four step models, each one individually boxed.

A featherweight boat hook is a companion accessory to the Stow-Easy ladder. It also is fashioned of high tensile strength aluminum tubing. It is equipped with a welded-on aluminum hook and a non-slip rubber handle grip. The boat hook is available in four lengths.

For More Information Write No. 931 on "More Data Card"

Several New Products In EEz-In Marine Line Will Be Shown At New York & Chicago Shows

THE GARELICK MFG. CO. of St. Paul Park, Minn. has added several new marine accessories to its ever-expanding line of EEz-In marine products.

Several new boarding ladders are among these items. These are an all-aluminum series having steps of die-cast aluminum with comfortable non-slip surfaces. Attractively streamlined, the ladders are equipped with standoffs and hooks with rubber protection against marring of boat finishes. These new ladders are available in two, three and four step models with other EEz-In models available for use on boats of any size, states the manufacturer.

New aluminum boarding ladders, lightweight helsman's seats and deck chair included in current line by Garelick Mfg. Co.

Another addition to the line is a new deluxe series of helsman's seats. While much lower in price, these seats offer all of the luxury and beauty of the much higher priced seats, it is said. The lightweight aluminum and marine plywood construction makes for ease of handling and durability. A choice of beautiful Naugahyde upholstery is offered. Several swivel models are likewise available in this series.

A sturdily constructed deck chair which offers many years of service is another addition to the EEz-In line. Sure footing is a special feature of this chair which has been designed with six rubber cushioned legs for non-tilting and extreme firmness. This lightweight chair is easy to handle due to its light but sturdily built consruction. It is designed to fold flat for storing. Heavy duck material (with matching armrests) in a choice of colors has been used for the back rest and seat. Optional folding trays are also available.

The firm's line of windshields has been enlarged with the addition of the Citation series. This new line of windshields has a futuristic design which incorporates adjustable side vents capable of directing the flow of air into the boat as needed. They have been vacuum-formed for clear, undistorted view.

Other products in the expanded line include a new 360° mast for small cruisers which stands 18" in height and a complete set of Coast Guard approved "Scotchlite" letters and numbers for boats. Available in a choice of colors, these letters and numbers are easy to apply simply by stripping off the protective backing and pressing them to the surface of any material, assures the manufacturer.

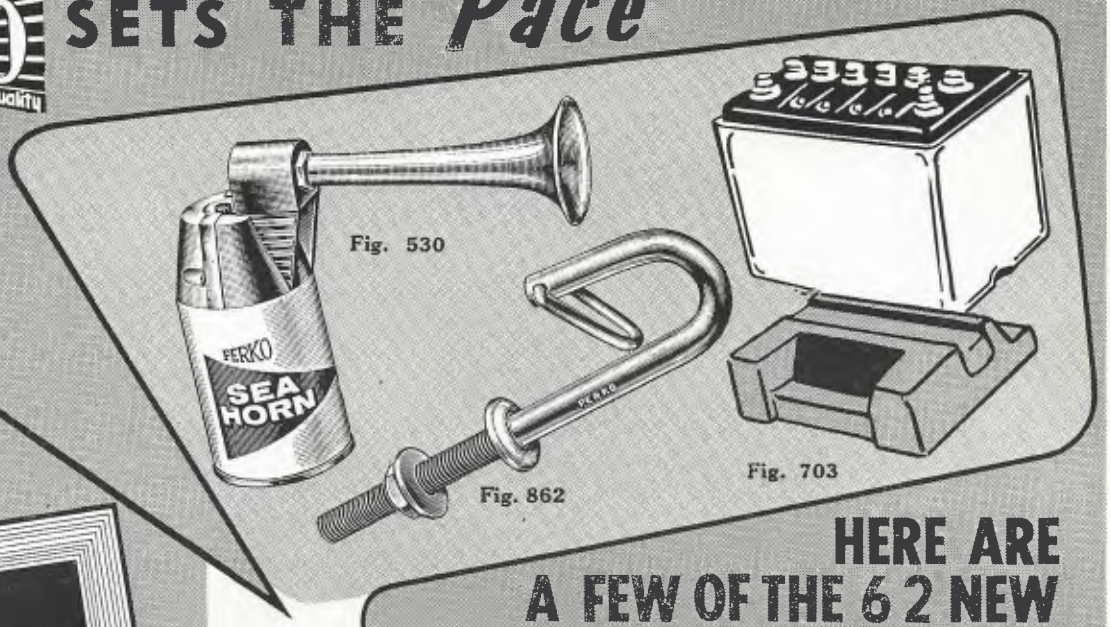
Garelick Mfg. Co. will furnish its new illustrated catalog, showing these new items as well as its regular line, to all who request it.

For More Information Write No. 932 on "More Data Card"

PERKO
Your Guarantee of Supreme Quality

SETS THE "Pace"

PERKO 50 ANNIVERSARY MARINE



HERE ARE A FEW OF THE 62 NEW ITEMS IN OUR 1957 CATALOGS

NEW! PERKO CATALOGS

Since 1907 all our efforts have been to give the Boating Public the Finest in Marine Equipment.

And for 1957 we again set the pace, with startling new products of modern design, upon which you can depend for superior quality, to give lasting efficient service to all types of craft.

To celebrate this occasion we have gone all out in producing these catalogs.

AUTHORIZED DEALERS & JOBBERS, ETC.

May we urge you to place your catalog order NOW — it will be to your advantage as well as ours for Printing and making deliveries.

Perko General Catalog No. 155 contains 200 pages of equipment for all classes of Boats.

Perko Catalog No. 156 contains 80 Pages exclusively for small Outboard & Inboard Boats. Your name printed on cover $25 per 100, minimum 50.

General Marine Catalog contains 260 pages of general marine items such as the entire Perko line and that of other leading manufacturers of Life Preservers, Rope, Chain, Propellers, Paints, etc. . . .

Write for brochure showing prices and cover assortment. Available only to recognized marine supply jobbers.

VISIT OUR DISPLAY BOOTH C-198 third floor N. Y. Boat Show N. Y. Coliseum.

PERKINS MARINE

LAMP & HARDWARE CORP.

1949 PITKIN AVE. • BROOKLYN 7, N. Y.

More Data No., Perkins 159

Surrette Battery Co. Readies New Line Of Batteries And Related Marine Items

THE LINE OF PRODUCTS being manufactured by the Surrette Storage Battery Co., Inc. of Salem, Mass. includes many standard products and several newcomers for the marine trade.

A completely new and comprehensive line of double-glass insulated 6-volt batteries, encased in genuine hard rubber containers and equipped with RIZISTOX plates, are available for small craft. These range in size from 100 to 135 ampere hours. The manufacturer also produces a line of 12-volt batteries delivering from 40 to 70 amphere hours.

Oversize heavy duty 6-volt and 12-volt batteries are another specialty of Surrette. These marine batteries are equipped with oversize plates 5⅜" high and having a .105 thickness. They are insulated with microporous rubber separators of extra-heavy construction. These batteries also are housed in hard rubber containers. The 6-volt batteries range from 120 to 350 ampere hours and the 12-volt size from 150 to 220 ampere hours. These are recommended for small and large craft and for diesel engine starting.

A complete line of 8-volt batteries with the famous "H-H-G" construction will be a part of Surrette's production in 1957. These batteries have a 33-1/3% greater capacity, size for size and pound for pound, reveals the maker. Giant size batteries are also available in two, three and four cell units for larger craft such as tow boats and fishing vessels. Capacities of these batteries are from 350 ampere hours to 500 ampere hours.

Outboard cranking batteries in both 6-volt and 12-volt (type E-L), improved lightweight automatic battery charger especially adapted to outboard owners' requirements, a complete line of marine D.C. fully automatic dock to shore converters for 6, 12, 32 and 112 volts D.C. and new outboard battery boxes complete the offerings Surrette Storage Battery Co., is manufacturing for marine application.

For More Information Write No. 962 on "More Data Card"

A Wide Selection Of Decalcomanias Offered By Transfer Monogram Co., Inc.

TRANSFER MONOGRAM COMPANY of Chicago, Ill., manufactures a complete line of decal letters and numbers in seven sizes and five colors. The letters and numbers are manufactured of the finest pigment lacquers with a base coat of metallic silver, which, the Company states, gives the customer a well-constructed product.

The Master cabinet was primarily composed for marine dealers. It contains five of each letter and number in the two, three and four inch sizes, a total of 540 individual pieces, each is in a dust-proof glassine envelope. The decals are arranged so that they are easily inventoried. Refills for the cabinets may be ordered as desired.

The application is simple and quick, the firm points out. Just dip the decal in water and slide off on the desired point. Allow to dry and coat with a thin layer of clear varnish. All cabinets normally are stocked with gold and black decals only. This company states however, that special cabinets containing black and silver, red and gold, red and silver and all black decals can be made up to order.

This concern also manufacturers "CUSTOM MADE TO ORDER DECALS" for marine boat builders, Dealers and Distributors.

For More Information Write No. 963 on "More Data Card"

Red Hand Paint Is Said To Be Effective Anti-Fouling Agent, Combat Marine Growths

RED HAND COMPOSITIONS CO., INC., New York City, offers a Red Copper paint said to be most efficient in combating the menace of marine growths prevalent in many of the country's cruising grounds.

Red Hand's chemists, says the firm, drew on their knowledge of marine conditions in attempting to provide a finish that will help solve one of the countless problems encountered by seacraft in the variable temperatures and waters they navigate.

This is the new paint offering of Red Hand Compositions Co., Inc.

Red Hand marine paints are said to provide an anti-fouling finish for craft; it's used by many present-day ocean-going vessels, according to the company. They are said to be equally useful on the numerous small craft plying the rivers and inland waterways and on those larger vessels which navigate the coastal waterways of this country.

Red Hand brand Red Copper paint #50 is said to contain antifouling properties that are reportedly potent and, according to the producer, this product has demonstrated its application flexibility under many conditions through its use on vessels subject to all kinds of seasonal weather and varying water conditions. Its distinctive red color and these anti-fouling properties lead the firm to consider this paint a candidate for universal appeal on this year's marine market. Free color cards and additional product information is available on request.

For More Information Write No. 964 on "More Data Card"

Z-Spar Marine Finishes Now Feature Close To 100 New Showboat Colors

SHOWBOAT COLORS are in the news where Z-Spar marine finishes are concerned. Forty-Eight new pastel shades and 16 50/50 marine intermixed colors are featured in the 1957 marine paint line of Showboat colors.

According to Andrew Brown Co.'s marine division, dealers will be required to stock only 21 standard marine colors plus black and white in order to offer customers the full 87 Showboat colors. The balance are produced by simple intermixes.

These new colors and the Showboat colors theme will be featured at both boat shows and in the company's national advertising program.

Z-Spar will continue its Free Test Sample program into 1957, too. This is a program whereby samples are mailed to boat owners and dealers on request. This affords them the opportunity of testing Z-Spar white gloss enamel durability themselves. Dealers in many of the newer Z-Spar areas, according to the Los Angeles, Calif. firm, have gained heavily with use of the Free Test Sample promotion.

Z-Spar makes a complete line of marine finishes in three Andrew Brown Co. factories. They are located in California, Texas and Maryland. Dealers interested in learning more about Z-Spar marine products or the new Showboat colors are invited to send inquiries.

For More Information Write No. 965 on "More Data Card"

the more things change, the more they stay the same.

The following is reprinted from Yachting Magazine for January, 1938.

YACHTING JANUARY, 1938

Yachting

EDITORIAL

When Should the Show Be Held?

SPEAKING about the Motor Boat Show, there is still agitation by the boatbuilders to push the date for the Show ahead to the autumn, say November or early December. They feel that a late Show gives the manufacturer of stock boats too short a time in production and also crowds the actual selling season into a few months. There is much to be said in favor of this argument, at least as far as the boat and engine makers are concerned. As proof of this, they point to the fact that most builders of standardized power boats have their new models ready in the fall and, to bring them to the early attention of the boating public, many of them are now forced to hold advance showings in November and December, entailing extra expense and effort.

To crowd the selling and production of new boats into the four months from mid-January to mid-May, as is the case with a midwinter Show, is uneconomical and, the builders feel, unnecessary. They face the problem of providing work for highly skilled workmen, and for a sales force, for twelve months of the year. By showing their products for the next year at an early date, and making it worth the purchaser's while to buy ahead of the rush selling season of winter and spring, they can keep their employees busy for a longer period on a continuous production schedule. At least, this is the way they look at it.

However, a radical change in date might bring uncertainties as to the success of the Show itself. As it is, the time for holding this annual exhibition has gradually been advanced from late February to early January. Each year it seems to come a little earlier and, if this policy is followed, the objective of the boatbuilders may be achieved without the uncertainty that a radical change might entail.

+ + +

Trojan Boat Company and Trojan Dealers from coast to coast have had their show. Opening on November 9th, throughout the country in Trojan Dealer show rooms, the Trojan Boat Show featured nearly a million dollars worth of bright, new 1957 Trojan Boats and drew crowds that compare with the biggest national shows.

The result?—Trojan Dealers started selling early and will sell and profit throughout the full twelve months of the year—and factory production is continuing at a high level which will enable us to meet Trojan Dealers' heaviest demands.

This is another example of Trojan factory-dealer teamwork. Together we have solved a major 20 year old problem.

Trojan BOAT COMPANY LANCASTER 8, PA.

More Data No., Trojan Boat 160

Travelift Makes Boat Handling Almost Automatic, Says Sturgeon Bay Manufacturer

WHILE THE HAUL-OUT, movement and launching of boats may never be completely automatic—although in this day of atomic power and modern invention, who knows?—Marine Travelift & Engineering, Inc. has developed a boat lift which it claims makes boat handling almost automatic. At least, says the Sturgeon Bay, Wis. firm, Travelift makes it as automatic as "can reasonably be expected."

George Baudhuin, president of the Sturgeon Bay firm, had operated his own marina for twelve years, designing his own lifting equipment as he needed it, using it successfully for a number of years. But how different today's modern, electrically operated Travelift is from the original Baudhuin innovation!

Picture above shows 6 volt/12 volt electrically-operated portable lift. Its capacity, single line — 500 lbs. Its capacity, double line — 1,000 lbs.

The first Travelift was equipped with fixed sling spacing, hand-operated winches and was suspended on four wheels. The lift could be placed over the launching well, according to Baudhuin, the boat lifted and towed to any part of the 11 acre tract on which the marina was located—all in one operation. However, while this lift worked quite satisfactorily, increased activity demanded more speed and greater efficiency.

This need resulted in electrification of the Travelift. This permitted the lifting operation to be done electrically. A movable "A" frame allowed for variable sling spacing, according to Baudhuin, and three-point suspension, making it a semi-trailer type lift rather than a full trailer. This, says Baudhuin, increased Travelift's maneuverability.

The lift was rated with a capacity of ten tons and could handle boats from the smallest craft up to 45-footer, according to Baudhuin. And time required to launch or haul-out even large cruisers, took only minutes, he reports.

The Travelift was offered boat yards across the country. Then followed a survey to determine the lifting needs of yards. This resulted in an expanded line with lesser and greater capacities. The range of capacities started at three tons and extended to a heavy-duty unit capable of handling boats up to 50 tons.

Now the line has been expanded to include Travelift equipment for handling of small, lightweight craft, specifically. A line of boat davits has been added, too. They are available either hand or power operated and have capacities of 250, 750 and 1,400 pounds. Baudhuin says they are adequate for the small boat yard yet lend themselves to individual installations, also.

The present line of equipment offered by the firm includes a small power operated, portable lift which can be installed on dock or truck and is interchangeable for use in the shop when used with the option shop dolly. Motors are available in six and 12 volt dc or 110 volt ac.

The Wisconsin firm will be glad to handle inquiries concerning its Travelift line or provide information concerning the more than 100 Marine Travelifts reportedly in operation around the country.

For More Information Write No. 959 on "More Data Card"

All-Occasion Kleets Yachting Shoes Available In Leather Or Nylon Styles

LESS THAN A YEAR from the date of their original introduction by the Cambridge Rubber Co. of Cambridge, Mass., Kleets two-eyelet oxfords in teak brown or mist gray elk tanned leather have reportedly achieved a measure of popularity to rival that of the more established nylon sailcloth footwear bearing the Kleets name.

Dressier of the two styles — though by only a small margin — are the nylon-stitched men's leather shoes which are made to be worn with equal correctness aboard a boat or with semi-sport apparel ashore. Between the soles and the water-repellent uppers is a water-proof bond.

Kleets are of leather or nylon and available in wide color choice.

Marketed for both men and women, the nylon Kleets come in navy, faded blue, and white and have pioneered all the selling points they share with the leather shoes.

Among these features are DecKork "non-slip" soles, which are guaranteed not to pick up dirt or pebbles which might mar a well-finished deck; and arch-supporting construction, and a soft insole for cushioned walking.

For More Information Write No. 961 on "More Data Card"

Adjustable Caulking Tool By Mabsco Prods. Is Designed For Caulking And Sealing Jobs

MABSCO'S SEAM REEFING and caulking tool is a real boon to the refinishing process of many builders and repairers throughout the trade. Manufactured by Mabsco Products of Flushing, N. Y., the tool is said to be a ready answer to the demand for a special tool that will clean out old filler from seams. The maker says that there is no other tool like it in the marine industry.

New tool is "boon" to boat repairing activities.

The tool is equipped with a device that controls the depth of the seams to be cut out. This protection removes any chance of cutting too deeply into the seams. Neither is there any chance of pulling out the cotton if it has been used beneath the filler. All-in-all the seam filling job on any boat can be done better and cleaner in about one-third the time usually required, according to Mabsco.

The unit has two reefing edges—one is 1/16″ and the other ⅛″ to fit seams of varying widths. The locking guide is controlled by a locking nut. When using caulking cotton, it can be rolled in with the top edge of either blade. It is equipped with a screw-on handle which has been shaped for a comfortable grip.

For More Information Write No. 960 on "More Data Card"

NOW HEAR THIS!

COLUMBIAN BRONZE CORP.

OFFERS A NEW LINE OF

'CUSTOMIZED' OUTBOARD PROPELLERS

Columbian Bronze Corporation, oldest and largest manufacturer of marine propellers in America . . . now introduces a COMPLETE LINE OF 'CUSTOMIZED' OUTBOARD PROPELLERS for EVERY BOAT, EVERY HORSEPOWER and MODEL ENGINE. Designed to give a *new kind* of power, efficiency and operating economy . . . based on sixty years of propeller know-how.

These propellers offer AN ENTIRELY NEW FIELD OF OUTBOARD ACCESSORY SALES, giving the trade an item that guarantees FAST SALES, BIG TURN-OVER . . . and an EXCEPTIONALLY L-O-N-G PROFIT. The market is waiting . . . the potential is terrific!

Your sales will be supported by Columbian's unique plan: top notch service — prompt deliveries — a nation-wide promotion program which will PRE-SELL YOUR MARKET. Use coupon below to find out how YOU can earn more money with the sensational new Columbian outboard line!

See us at the
NEW YORK BOAT SHOW
Booth C181,
CHICAGO BOAT SHOW
Booth 743

COLUMBIAN
BRONZE CORP.
FREEPORT, L. I.
NEW YORK

To: COLUMBIAN BRONZE CORP.
Freeport, L. I., New York

Please send me full information.

I am a

☐ Dealer ☐ Jobber ☐ Distributor

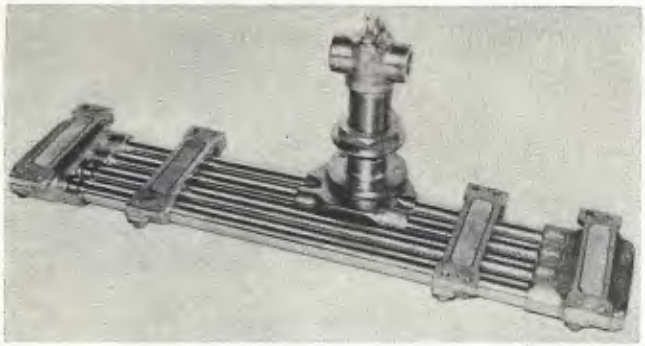
NAME _____

COMPANY _____

ADDRESS _____

Keel Cooler By The Walter Machine Company Provides Fresh Water Cooling For Inboards

THE WALTER MACHINE CO. of Jersey City, N. J. says, "The finest way to cool an engine, whether it be a five or 500 hp unit, is with a Walter Clean-Flo keel cooler." Besides greatly increasing the life of an engine, the fresh water keel cooling system produced by this New Jersey manufacturer provides full protection against rust corrosion and overheating, the company relates.



Compact Keel Cooler unit utilizes fresh water to cool any size engine.

Flush-mounted outside the hull, the keel cooler is placed close to the stern of the craft, cooling the fresh water by a very simple process. This involves fresh water passing through from the water compartment of the engine to the cooling tubes outside the boat by one line and back into the engine compartment by another.

The hull can be cleaned and the water drained from the engine following the simple removal of the keel cooler unit, say the designers. This is accomplished by a slip-joint assembly — all cooler fittings are equipped with sockets which contain neoprene rings. An easy-to-replace zinc plate is fastened to the cooler mounting plates to protect against electrolysis.

Many sizes are available in the Walter keel cooler making it possible to adapt the unit to all types of gasoline and diesel engines. Other products for which Walter Machine has become well-known are V-drives, transfer drives, reduction gears and propeller pullers — all of which will be on display at the Company's booth at the New York National Boat Show in January.

For More Information Write No. 956 on "More Data Card"

Five Windshield & BoaTop Models Are New From N. A. Taylor Co. For The Year Ahead

FIVE NEW UNIVERSALLY FITTING models of the Universal Mariner windshield and BoaTop are now Taylor-Made by the N. A. Taylor Co., Inc. of Gloversville, N. Y.

Photo shows Universal Mariner windshield and BoaTop installation . . . it's a Taylor-Made product.

What this means, says Taylor, is that practically every small boat owner, regardless of year, make or model of the craft, can have the wind and spray protection of a wrap-around windshield combined with sun and rain protection of the convertible BoaTop. This is because, according to Taylor, one of the new universal sizes is sure to fit nearly every small craft afloat. The windshield is said to be sturdy and durable. The units feature brilliant chrome hardware and fine materials and workmanship, according to Taylor. That, says the firm, is what Taylor-Made means.

The Taylor-Made SpeedShield shown here features Taylor's new Aqua-Dynamic styling.

The Taylor Made SpeedShield features new Aqua-Dynamic styling. It's completely framed, top and bottom, in rigid, sparkling metal, providing the style and strength boat owners want, according to Taylor. The New York firm calls it the "windshield of the future—here today."

The firm has also re-styled its SportShield; this, too, features modern styling and an abundance of glistening chrome.

Taylor Made Vinylon fabric boat covers are new. They are tough coated nylon that Taylor says will stand up under the worst conditions. Also available from the firm is a complete line of inexpensive boat covers as well as the Custom Pre-shrunk boat cover. Flying bridge BoaTops are Taylor Made for many popular cruisers in Army Duck and Vinylon.

"In my own boat," says Bill Taylor, president of the firm, "I want the kind of protection that I can get in a convertible automobile."

Taylor says that's the kind of boat protection Taylor Made products offer boat owners. There's literature and further information on line and prices available for the asking.

For More Information Write No. 957 on "More Data Card"

Counter-Sinks, Counter-Bores In All Sizes Available from Rhode Island Manufacturer

THE W. L. FULLER CO. in Providence, R. I. has one of the most complete stocks of types and sizes of counter-sinks, counter-bores, taper point drills, plug or bung cutters, etc. that is available to modern day boat builders and repairers.

Two of the many counter-sinks, etc. in the Fuller line.

The line also includes high speed steel metal-cutting counter-sinks. All of these various tools are sold with a complete guarantee of complete satisfaction, states the Fuller concern. While immediate delivery is promised on stock sizes, special sizes are available upon order and can be furnished shortly thereafter.

A free, illustrated catalog and price list is available from the Rhode Island firm which can be secured upon request.

For More Information Write No. 958 on "More Data Card"

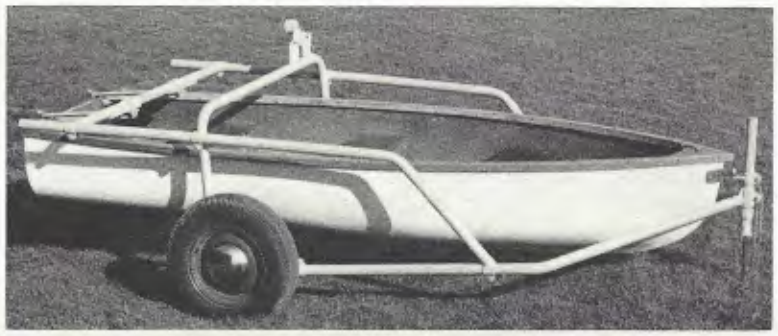
INTRODUCING

The ALL NEW *Michigan* UNDER-SLUNG BOAT TRAILER

FOR '57

IT FLOATS THE BOAT ALONG

FOR '57 FUN

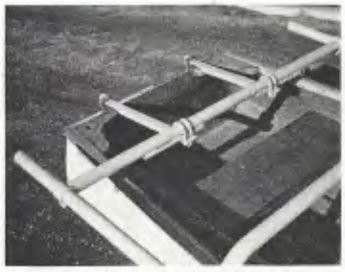


— PATENTED —

FOR '57 PROFIT

- Heavy gauge steel tubular construction.
- Automotive type wheels and bearings for better roadability at all speeds. (15" wheels).
- Models for 10 to 16 ft. boats.
- Fully adjustable for length and balance.
- Three point hookup — no scuffing of boat — Special manganese bronze hangers furnished — boat never touches trailer.
- Easy and quickest method of launching and loading of any trailer on the market — takes less than one minute.
- Always ready to go.
- Michigan trailers are designed for those who want something different — and better.
- Patented quick operating coupler.
- Full Transom support.
- Knee action (optional).

QUICK ACTION BOAT & HITCH ASSEMBLY



FULL TRANSOM SUPPORT

KNEE ACTION (optional)

WE INVITE DEALERS TO WRITE FOR FURTHER INFORMATION

Manufactured by

F. A. LONG COMPANY

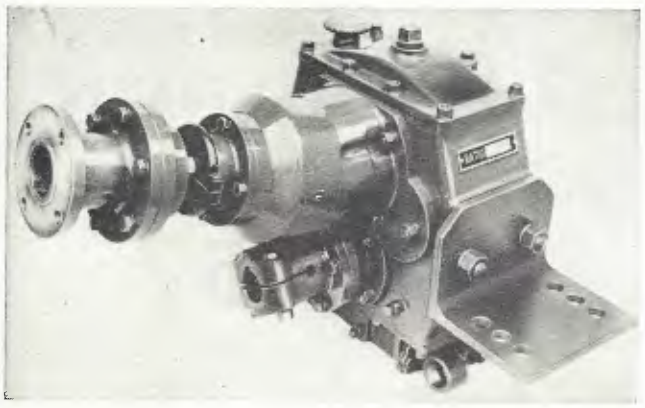
2564 M-139 • P. O. Box 267

Benton Harbor, Mich.

More Data No., F. A. Long 162

V-Drives In A Wide Choice Of Gear Ratios Illustrated In Free Catalog By Walter Co.

OWNERS OF BOATS from 16′ to twin engine trawlers are loud in their praises of the Walter V-Drive because it allows more cabin or cargo space by making it possible to install the engine in the extreme aft of the boat, according to reports from the manufacturer.



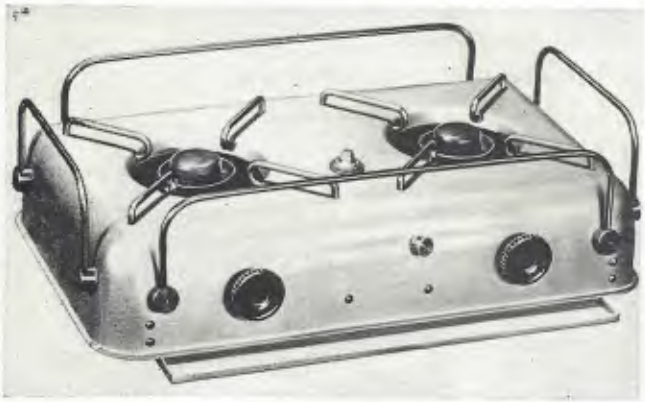
V-Drive in choice of gear ratios offered by The Walter Machine Co.

Made by The Walter Machine Co. of Jersey City, N. J., the unit is said to be very practical and dependable. The quiet operating V-drive has helical gears made of the finest alloy steel which has been specially finished and heat treated. It also makes possible a compact engine compartment that can be bulkheaded from the rest of the boat, increasing safety in operation, say Walter officials.

The V-drive is available in various ratios to meet the need of the individual owner. The manufacturer will be happy to provide an illustrated catalog showing these reduction gears, along with many other units which it produces, free of charge to all who request it.

For More Information Write No. 952 on "More Data Card"

Homestrand Introduces A Stove, Christened The Golden Mariner



Here's the new Golden Mariner stove, said by Homestrand to be silent burning and self-cleaning. It's Swedish-designed in gold anodized aluminum.

THE GOLDEN MARINER is Homestrand, Inc.'s new stove, designed for—quite naturally—mariners. As its name implies, Homestrand's new stove is said to make getting meals while afloat a pleasure.

The silent burning unit is equipped with a self-cleaning device and a safety type flame regulator. It burns either alcohol or kerosene. The Golden Mariner, says the Larchmont, N. Y. firm, is a "practical and beautiful tribute to any size craft." It was created by a Swedish designer and is modern-styled. It's constructed of rust and corrosion-proof gold anodized aluminum and features gleaming bronze guard rail trim and utensil supports. The design of these rails is said to allow greater space for using large utensils in cooking.

The Golden Mariner is said to combine its modern gold styling with simple operation. Just one pumping, according to Homestrand, will keep the stove functioning until refueling. The heavy brass fuel tank is located out of sight under the chassis and is protected by a special heat-resistant guard. A convenient drip tray is available as an extra accessory.

For More Information Write No. 953 on "More Data Card"

Pettit Announces Six New Colors For Introduction At N. Y. Show

LEADING THE PETTIT PARADE of exciting new colors for 1957 are white foam, suntan, sunset, green spray, lemonade and platinum. These half-dozen new standout colors bring to 40 the number of "shipendec" and small boat paints offered by the Belleville, N.J. firm.

The Pettit Paint Co. has been manufacturing marine paints and varnishes since 1861 and takes pride in not only the quality of its products but also in the introduction of new and outstanding colors each season.

Other recent color highlights announced by Pettit include the brilliant tahiti coral and pink cloud. These later two when combined with other Pettit hues give the yachtsman an infinite color variety in the most wanted shades.

In each of its six new paints, Pettit captures the thrill and color of having fun afloat according to company spokesmen. The new line will be shown for the first time at the New York Boat Show.

For More Information Write No. 954 on "More Data Card"

Federal's Newest Copper Bottom Paint Said To Provide Full-Season Protection

A NEW COPPER BOTTOM PAINT has been developed by the Federal Paint Co., Inc. New Federal Tropical Red #11 is said to provide the sort of full-season protection usually found in costlier paints.

The firm says that it is RTP—reserve toxic power—in the new Tropical Red #11 that provides this protection under even most trying conditions.

This is the can to look for if it's the new Federal Tropical Red #11 that's needed.

Actual use tests, says Federal, preceded its offering on the marine market. In these tests, according to the company, owners found they could keep their hulls growth-free, enabling them to operate their craft at peak efficiency with greater speeds, more power and better performance.

The new Federal paint is said to require no special thinners, but spreads evenly and smoothly over hulls without high spots or build-up; this allows it to provide maximum coverage per gallon, according to Federal.

The firm claims that the materials in this bottom paint act as a unit for anti-fouling efficiency, retaining their toxic efficiency down to the last ten-thousandth of an inch of film.

For More Information Write No. 955 on "More Data Card"

EXCLUSIVE for Evinrude Dealers!...

FULL-COLOR ADS will appear regularly in the Digest —as well as other big national magazines—throughout 1957.

Only *Evinrude* is backing its dealers with a full campaign in the most widely read magazine in America... Reader's Digest

More of your prospective customers read the Digest than any other magazine!

Digest families form the great "thriving third" of the nation's market for many major products. For example: *one out of every three* families who bought new cars or appliances last year were *Digest families.*

Digest readers—32 million of them—represent the greatest concentration of buying power provided by any magazine audience today.

Evinrude messages—directed to this great group of prospective customers—in the Digest's famous atmosphere of *faith* and *confidence* —will produce action on all your Evinrude models—starting *now.* Tie in . . . and cash in!

DISPLAY THIS POSTER! The Digest name inspires *confidence* in your motors and in *you.* When you receive these window posters, put them in your window and *keep them up.*

More Data No., Evinrude 163

Boat 'N Beach Allows A New Discount And Offers New Edition Of Its Catalog

BOAT 'N BEACH, Lynbrook, N. Y. recently announced a new discount on its full line of more than 100 specialty items which it supplies to the marine trade. Previously one item, the marine utility chest pictured here, was not subject to discounts allowable on other items. According to the New York State firm, however, a changed situation now makes it possible to include the chest.

A new trade discount is available on this Boat 'n Beach chest. The chest is one of the items listed in 1957 catalog.

This chest, incidentally, is one of the items that Boat 'n Beach has listed in its new 1957 catalog. The new edition contains numerous items, according to the firm, added to the already long list of marine specialties offered dealers last year. Copies are available on request.

For More Information Write No. 948 on "More Data Card"

"Most Versatile Outboard Motor Locks" Made In Three Sizes By Earnhart Co.

ITS LINE OF THREE cadmium-plated steel and brass cap outboard motor locks is the most versatile on the market, in the opinion of the Earnhart Mfg. Co. of Elkhart, Ind.

New line of outboard motor locks by Earnhart Mfg. Co. will fit motors of every size.

Entirely water- and weather-proof and featuring spring tension to prevent tampering, the models are: the KE-1 (14″ offset) for all 25- and 30-hp motors with rubber bumpers; KE-2 (12″ straight) for all motors without the bumpers, and the KE-3 (9″ straight) for all small motors.

Application of an Earnhart lock is reputed to keep the motor from loosening on the boat.

For More Information Write No. 949 on "More Data Card"

Allan Marine, Inc. Offers New Steering Wheels In Two-Tone Decorator Colors

ALLAN MARINE, INC. is now offering modern, new steering wheels in a variety of decorator colors. The new two-tone combinations are available in a variety of new outboard motor colors, sparkling chrome and 24-carat gold plate.

Wheels like the one shown here, new items from Allan Marine, are available in a choice of decorator colors.

Featuring what Allan's calls "tomorrow's styling today," the new wheels come with extra large 5″ pulley, an all brass shaft and Allan's exclusive "angle adaptor" that quickly converts the wheel housing from 35° angle to 90° if vertical installation is desired. This, says the Hicksville, N. Y. firm, ends the need for dealers to stock both types.

The wheels are engineered for greater efficiency, and designed for smarter styling. They are said to feature more customer appeal and high sales appeal.

For More Information Write No. 950 on "More Data Card"

Bermuda Bonnet And Ski Case Items Boomed By Billy Boy Products For '57

A BERMUDA BONNET made of preshrunk and water-repellent canvas for protecting open boats and a Scotch-tartan ski case of strong rubberized fabric are expected to be among the sales leaders for 1957 by representatives of the manufacturing concern, Billy Boy Products, Inc., of Quincy, Mich.

Equipped with durable metal frames, the Bermuda Bonnet is available in two styles: No. 200, which is about 5′ long and designed to fit beams 53″ to 62″, and No. 300, some 2′ longer and intended for use on boats with 63″-72″ beams.

Installation is said to be quick, and removal is effected by loosening only two screws. Stock color is pearl gray, but the canvas tops can be had in vivid red or sea green; another brightening feature is the white fringe which can be obtained as an optional accessory. The top and its fittings can be stored in a zipper boot, which is also extra.

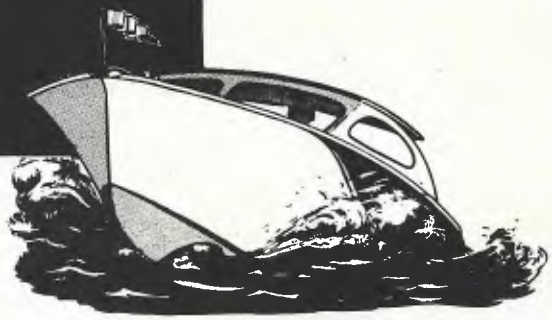
Ski case in red plaid has white piping.

The ski case is made to fit all skis, jumpers, and slaloms up to 74″ in length, and a full-length zipper facilitates access. Big handles make for balanced carrying of the red McPherson plaid and white-piped case, attached to which is a roomy pocket for ski rope and either a Ski-Jak or Ski-Jak-ette.

For More Information Write No. 951 on "More Data Card"

it's Your move to.....

FLEETLINER



PLYWOOD and FIBERGLAS

from CARTOPPERS to CRUISERS

- ★ Breathless Beauty
- ★ Superior Construction
- ★ Sensational Performance
- ★ Plush Upholstery

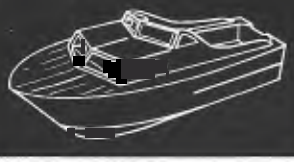
FIBERGLAS
F-14
62" Beam
Utility and Runabout

FIBERGLAS
F-18
87" Beam
Utility Semi-Cabin

FIBERGLAS
F-17
89" Beam
Overnighter Raised Deck

FIBERGLAS
F-20
96" Beam
Cabin Cruiser

FIBERGLAS
F-15
78" Beam
Ski Boat (Outboard)



FIBERGLAS
F-13
64" Beam
Utility and Runabout

FIBERGLAS
Style Leader

TOP PERFORMANCE

14 IMPREGNATED COLOR COMBINATIONS

FIBERGLAS
F-16
75" Beam
Utility, Runabout
Semi-Cabin

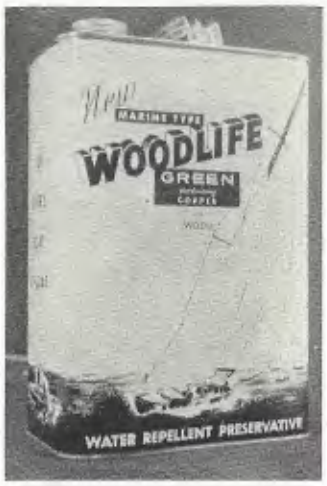
★
★
★
★
★

More Data No., Fleetcraft 164

Famous Old Preservatives Now Formulated To Preserve Pleasure Boating Activities

MARINE TYPE WOODLIFE and Stormy Weather—that's the name given to two new wood preservatives now being offered to the trade to "preserve boating pleasure" by Protection Products Mfg. Co. of Kalamazoo, Mich. The Michigan firm reveals that more than ten years of research and development have gone into the formulation of these new products before being released to the boating public.

One of the chief features of these highly effective preservatives is that they are completely compatible with marine finishes. "For many years we have recognized the need for such products but the special ingredients used in making marine finishes have made it extremely difficult to formulate a quick-drying water repellent preservative compatible with marine finishes in offering a high degree of paintability," says firm president, Stanley O. Hall.



Woodlife green, containing copper, is outstanding water repellent-preservative.

Marine Type Woodlife has been so-called to associate it with the firm's original repellent preservative, Woodlife. This product has been used for the protection of wood from warping, checking, termites, decay, etc. by the nation since 1935, the makers reveal. Like the original Stormy Weather which dates back to 1921 for its introduction as a greaseless, water repellent preservative for protecting canvas against moisture, Mildew and decay, Marine Type Stormy Weather is especially recommended as a repellent and preservative for rope, sails, canvas, etc.

Both products are available in either clear or green—the latter containing copper and the clear containing chloro-o-phenylphenol. Each is formulated to provide effective and durable results in and around both salt and fresh water, according to the manufacturer.

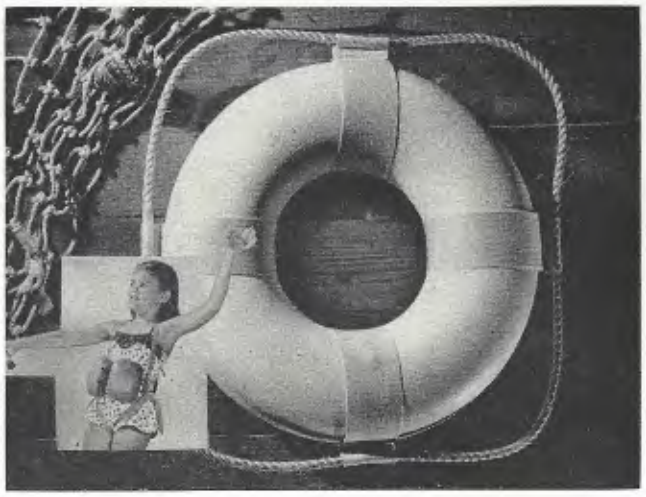
These products are available in various sized containers depending on the amount to be used for an individual job. Quarts, gallons, five gallons, drums and tank car shipments are available, reports the concern.

For More Information Write No. 946 on "More Data Card"

Two New Sava-Life Items Are Offered As Boating's New Year Gets Underway

THE PLASTI-KRAFT CORP. started out the New Year with a couple of new items. They are a Sava-Life 14″ ring buoy and a new Sava-Life belt. The Atlanta, Ga. manufacturer offers a wide line of life rings and belts and also produces a line of Boatglas Resins, Cloth and allied supplies.

The new rings are molded of rigid foam plastic, containing millions of separate air chambers, according to Plasti-Kraft, who adds that they "never absorb water." The smooth, white surface is said to be tough, fade-proof, rot and mildew-proof. The 14″ ring will support four children or two adults in the water indefinitely. According to Plasti-Kraft, actual dead weight break strength of the ring exceeds 300 lbs.



Sava-Life ring buoy tops Plasti-Kraft's 1957 marine accessories line along with the new Sava-Life belt shown in insert, lower left corner.

Sava-Life rings have four heavy, mildew and fungus treated tapes, securely double stitched with nylon thread. The 5/16″ manila rope is permanently spliced with a fused plastic splice which Plasti-Kraft says won't rot or fray. In addition to providing water safety, the southern firm also suggests use of the rings as decorative pieces that will provide that nautical touch to den, bar or gameroom.

Sava-Life belts are said to be sun-proof, salt air and water-proof and, like the rings, mildew, rot and fungus-proof, with a high resistance to gasoline or oils.

The belt consists of molded cellular plastic flotation pads—from three to six, depending on required flotation. The pads are arranged on two nylon cords that form a lightweight belt, offering cool comfort to the wearer. The flotation pads have two molded-in plastic tubes through which the cords are threaded. These pads have a pillow shape countoured to give comfortable fit with the least possible body contact. The pads, themselves, are only 4½″ x 6″ x 3″ thick.

Plasti-Kraft says the smooth surface and countour of the pads will not irritate the skin. They're available in a number of sizes, ranging from X-large with six pads, through large with five pads and medium with four and finally the small size with three pads and a detachable harness of nylon straps. This children's size also has corrosion resistant strong snaps on the harness to prevent the belt from sliding down or off. This does not, says Plasti-Kraft, detract from the cool comfort claimed for the new belts. The line is made in a variety of bright colors, including red, blue, orange and yellow, for easy identification.

For More Information Write No. 947 on "More Data Card"

Special Boat Show Section Of The Tribune Out Feb. 8; Will Highlight 24th Annual Show

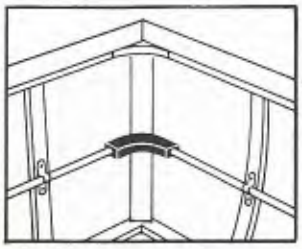
THE CHICAGO DAILY TRIBUNE has timed a special Boat Show Section to appear in its issue of February 8, the same day that the 24th annual Chicago National Boat Show will open at the International Amphitheatre.

This special section will create an atmosphere which will assure each exhibitor of the closest reader attention, says the Tribune staff. Exhibitors can use this section to whet the buying appetites of more than 900,000 families by displaying their products and are urged by sponsors of this show to avail themselves of this special opportunity.

Deluxe Unit with tilting wheel, shift and throttle controls for single or dual motors

Runabout unit with shift, throttle, steering

Independent shift and throttle controls. Other models for bulkhead, pilot box or custom installation



"Angle E-Z" Corner Cable Installation*

Only COREMCO *Remote Controls have* ALL *the Wanted Features!*

Now! . . . for outboards and small cruisers . . . new beauty, simplicity of design, easy operation in all-in-one packaged units for single or dual motors. For the first time, a mechanical steering unit engineered to largely compensate for outboard torque, permitting easy balanced steering in any direction! PLUS exclusive new "Angle E-Z" * adjustable corner cable installation, which eliminates friction build-up, by moving cable on rollers, *makes steering up to 50% easier!* Built-in throttle and shift controls all in the same unit, interchangeable parts which permit the addition of supplementary controls at any time. Built of the finest corrosion-resistant materials available. You'll find COREMCO remote control units *easiest to sell and install,* available in all the models needed!

* Pat. applied for

Write TODAY for full details!

COREMCO

COmplete REMote COntrols

Marine Division, Anti-Corrosive Metal Products
Castleton-on-Hudson, N. Y.

Please rush full details on COREMCO.

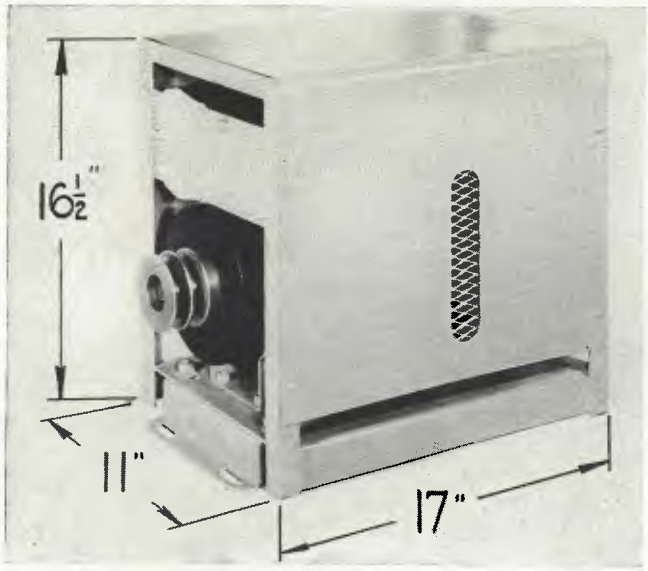
Name..... Firm.....

Address..... City..... State.....

More Data No., Anti-Corrosive 165

Bushings, Inc. Will Introduce Its Improved Electro-Marine Generator At N.Y. Boat Show

IMPROVEMENTS HAVE BEEN MADE for 1957 in the Electro-Marine generator which supplies D.C. power for charging batteries and for operating accessories whether at sea or while plugged in at dockside 110 volt D.C. power.



This is the improved Electro-Marine generator that Bushings, Inc. will exhibit in booth D-159 at the New York boat show this month.

More compact package unit which includes all the components for generating power at sea or for converting dockside power to 32 or 12 volt D.C. is featured by Bushings, Inc. Automatic trickle charge is automatically established when batteries approach full charge. Dockside connection may be left "on" indefinitely, says the Royal Oak, Mich. firm.

The newly improved generator will be displayed at the New York boat show in booth No. D-159. Bushings welcomes visitors interested in 1957 innovations.

Unit automatically and instantly takes any sudden shock electric power demand, says Bushings. It is not necessary to switch manually from "high" to "low"—in fact, there is no switch supplied, since none is needed, according to the manufacturer.

One unit will handle the converting of dockside power from the smallest trickle charging demand up to full capacity of the unit, says the firm, so it is not necessary to replace the unit with one of larger capacity when and if additional battery capacity is added.

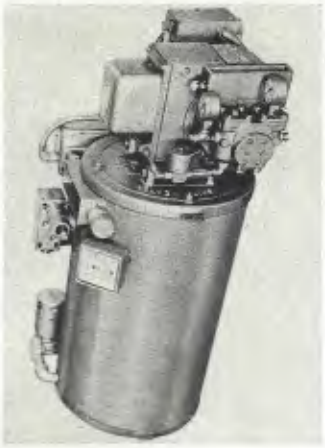
The size of the unit which includes an alternator to be driven from one of the main engines as well as the converter to operate from dockside power is only 11" x 17" floor size with 16½" height over all. Installation of the unit is not complicated and is made alongside one of the engines where it is out of the way and where the shortest connection to the batteries is afforded.

For More Information Write No. 943 on "More Data Card"

New Way-Wolff Ship-Heater Is Smaller, Has More Compact Control Arrangement

THE NEW MODEL of Way-Wolff's Ship-Heater is a miniature. It's only about 7" high. This, says Way-Wolff Associates, Inc., is a direct result of re-designing the air intake of the unit and arranging the controls more compactly. The new model was only recently announced by the New York City firm.

Designed to provide heat and continuous hot water in vessels in the 40' to 60' class, this new model is of the two-pass fire tube design with a wet bottom said to insure safety even when set upon a wooden deck.



This is Way-Wolff's new 7" miniature Ship-Heater, designed for craft in the 40' to 60' range.

Fully automatic and firing diesel oil, the 917-6C Way-Wolff Ship-Heater mounts in either vertical or horizontal position and may be suspended from the overhead as easily as mounted on the deck.

This Way-Wolff Ship-Heater is a completely integrated unit. The boiler is complete with combustion chamber in place, insulated steel jacket and oil burner assembly, complete with oil pressure and vacuum gauge and magnetic oil valve. It has a combustion safety control, adjustable temperature control, pressure-temperature gauge, hot water safety relief valve and an oil filter. A flue cleaning brush and burner adjusting hex keys and instructions are also included.

Available accessories include service hot water heat exchanger, service hot water storage tank, water circulating pump and room thermostat. Convectors, special monoflo one-pipe hot water installation fittings, expansion or compression tanks and feedwater reducing valves, etc. are also available from stock.

For shipboard installations, the unit can be furnished for operation on dc or 24, 32, 115 or 230 volts. It's also available for use with 110 or 220 volts and 50 or 60 cycle, ac. Power consumption is only 150 watts. Nominal output rating of this new miniature unit firing .65 of a gallon of oil per hour is 60,000 btu per hour.

In addition to bringing heat and hot water to boats as small as 40' in length, where space for heating equipment might heretofore have been a problem, this new unit has numerous stationary applications, says Way-Wolff.

Complete details and specifications are available from the company in newly printed Bulletin No. 102.

For More Information Write No. 944 on "More Data Card"

Metallic Coatings Corp. To Display New Racing Bronze Coperoyd Coating

THE NEW COPEROYD RACING BRONZE bottom coating will be featured in the New York boat show display of Metallic Coatings Corp. of New York City. The firm will occupy Booth 73-D at the Colliseum.

In addition to this new anti-fouling boat bottom coating Metallic will also display its entire line of Coperoyd coatings.

Metallic reports that this past year has seen demand for the firm's product on the increase. Company officials credit this to the efficient performance of Coperoyd, regardless of climate or other conditions which they claim for the products. According to the firm, numerous of its dealers have carried Coperoyd for years without a single consumer complaint.

Metallic recommends that dealers who are interested in obtaining further information about this line or price and discount data contact the firm for further details.

For More Information Write No. 945 on "More Data Card"

A

Sea

Whitehouse

HERE IT IS . . . the 1957 *SEA LARK*

Eighteen spectacular feet of sleek graceful lines designed to satisfy the most discriminating customer, make the *Sea Lark* the most sales worthy outboard for 1957. Stepping into the future to bring you modern boating today, the Whitehouse *Sea Lark* is yours to sell with pride . . . and Profit!

DESIGNED FOR QUALITY and SALES

Precision engineered from blueprint to finished product, the 1957 *Sea Lark* has all the advantages that reinforced plastics offer. From seamless construction to permanently molded-in colors, every feature of the *Sea Lark* has been perfected to enhance your sales.

OTHER FAST SELLING MEMBERS OF THE *Whitehouse* LINE FOR 1957

The SEA ROCKET Standard 14′
The CAPRI Standard 15′

The CAPRI Deluxe 15
The Water Skiers Favorite.

The SEA ROCKET DeLuxe 14′
For boating fun . . . anytime.

Write today for information on the complete line of Whitehouse precision engineered boats. You have a future in fiberglass!

Whitehouse BOATS

Manufactured by Whitehouse Reinforced Plastic Co. • Route 3, Box 219B • Fort Worth, Texas

More Data No., Whitehouse Plastics 166

Hopers Hoists Again This Year Are Available In Several Various Sizes

EASE OF HANDLING and easy installation . . . those are two features built into every Hopers hoist, according to the Hartley, Iowa firm. And Hopers of Hartley features a modern electric hoist for today's modern living, too, although hand-operated models are available. In certain of the models, motorizing is optional.

Here's a Hopers Hoist installation. The hoists are designed for easy installation and easy operation.

The SBH-300 and SBH-400 are considered by Hopers to be its finest hoists. Among the features cited to prove this, Hopers lists the units' welded steel construction; they're built of different sized pipes that telescope together to provide speedy installation or dismantling. There is ample bracing, says Hopers, to withstand the lifting loads of which the hoists are capable. The 300 has a lifting capacity of 4,000 lbs. while the 400 will better even that, according to Hopers. The latter hoist is built to handle craft of from 19′ to 24′ and weighs 800 lbs. The 300 will handle craft from 17′ to 19′ and weighs 750 lbs.

Both of these hoists are powered by ½ hp motors and operate on 110 volts which eliminates the need for additional expensive dock wiring, according to the Hartley firm. Legs of the hoists are telescoping too, allowing for correct hoist adjustments regardless of the water depth or kind of lake bottom.

In addition to easy handling and installation, another feature of these hoists is their complete steel framework that forms the roof base of each. This framework extends completely over all of the boat so that one can place canvas cover or other roofing over the boat for protection in all kinds of weather. The hoists are delivered completely knocked-down so they can be carried to any landing site, there to be assembled on their side from complete assembling procedures and instructions that are shipped with each hoist.

Other hoists in Hopers' line include a hoist for sailboats, outboards and small inboards. This model SB-200 is hand operated but can be motorized. The RB-100 is an outboard boat and row boat hoist, also hand operated with motorizing optional. The motorized unit — MU-250 — is available for either of these two units. It is complete with a ½ hp reversing motor, pulleys, belt, motor bracket, shield and brake and is easily installed.

Motorizing hoisting units for installation in boat houses or boat stalls or to motorize existing hand operated hoists are also available from Hopers. Models HU-500 and HU-550 are complete with ½ hp reversing motors and reversing switch on 10′ cable, pulleys, belts, lifting hooks, motor mount assembly and adjustable reel for different widths of installation. The 500 is for 14′ to 19′ craft weighing up to 4,000 lbs. The other unit is for craft from 19′ to 24′ and weighing not more than 6,000 lbs.

For More Information Write No. 941 on "More Data Card"

Sumner Boat Co. Issues Warranty, Plans Continuing, Heavy Advertising

ALL 1957 SUMNERCRAFT — including skiffs, cabin skiffs, stock cruisers and custom cruisers — will be sold with an iron-clad warranty in writing.

Arthur Sumner, president of the Amityville, Long Island boat-building firm, says the new warranty will guarantee the Sumnercraft fleet leakproof, crash-resistant, non-sinking and rot-resistant. This amazing warranty was made possible, says Sumner, by the performance of the Sumnercraft Compoglas hull structure and design. Sumner added, that in his belief, this was the first time any builder offered such a defined and strong warranty on a conventional wood planking hull. (The Sumnercraft hull is conventional wood planking sealed in Compoglass.)

Plans for 1957 include a heavy and continuing schedule of advertising which will be educational in theme and pointed toward the boating newcomer who is, all too frequently, discouraged by the expense and upkeep normally associated with boating. Advertising will credit Sumnercraft with little maintenance and lifetime paint finish, due to color impregnation in the Compoglas hulls. The new 1957 Sumnercraft will be exhibited at leading boat shows, starting with the New York Show. The Company is presently franchising aggressive dealers in key markets. Sumner says that dealer enthusiasm for the new Sumnercraft Safety Warranty is running high and that the company is now in mass production on the entirely new 23′ Adventurer cabin skiff, said to combine the best features of a speedy skiff and comfortable cruiser — at a realistic price.

Two-Burner Griddle "Steps Up Production" In The Galley With Suburban Marine Range

A NEW, LIGHTWEIGHT aluminum griddle can be added to the Suburban Marine Galley Chef gas range with a resulting "stepping up of production." It's a product of Suburban Propane Gas Corp. of Whippany, N. J.

The griddle is easy to store and fits over two burners of any of the Suburban Marine gas ranges. It can be used for preparing bacon and eggs, hamburgers, grilled cheese sandwiches and a variety of other tempting snacks to satisfy those outdoor appetites.

A complete line of Suburban Marine gas ranges, automatic gas water heater, and propane (bottled gas) systems and cylinders will be on display at the Suburban Propane Gas Corporation booth at the National Motor Boat Show. Of special interest to builders and boat owners who are re-modeling their boats, are two-burner, built-in unit which fits into the galley counter top. Any number of units may be installed, depending upon the space available. Other Suburban Marine gas ranges have two, three or four burners, with or without a full oven and broiler.

Most popular of all the ranges, says Suburban because it fits the smaller galley, is the compact two-burner gas range Model SM 103. Both this range and the three burner range are available with a pink, yellow or white front panel.

The Suburban Propane Gas Corp. is one of the large independent distributors of propane in the United States; it reportedly serves close to half a million families on land and sea from Maine to Florida. Cylinder refills can now be purchased from more than 425 Suburban Marine dealers.

For More Information Write No. 942 on "More Data Card"

it's no secret...

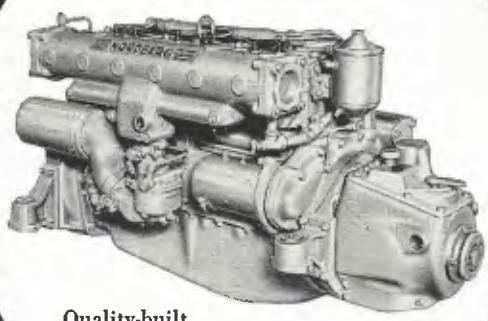
more and more boat owners are turning to Nordberg because these dependable marine engines deliver the kind of power and performance they want!

. . . *and for proof,* we suggest you talk to some of the many skippers who consider Nordberg to be the finest power afloat . . . *bar none!*

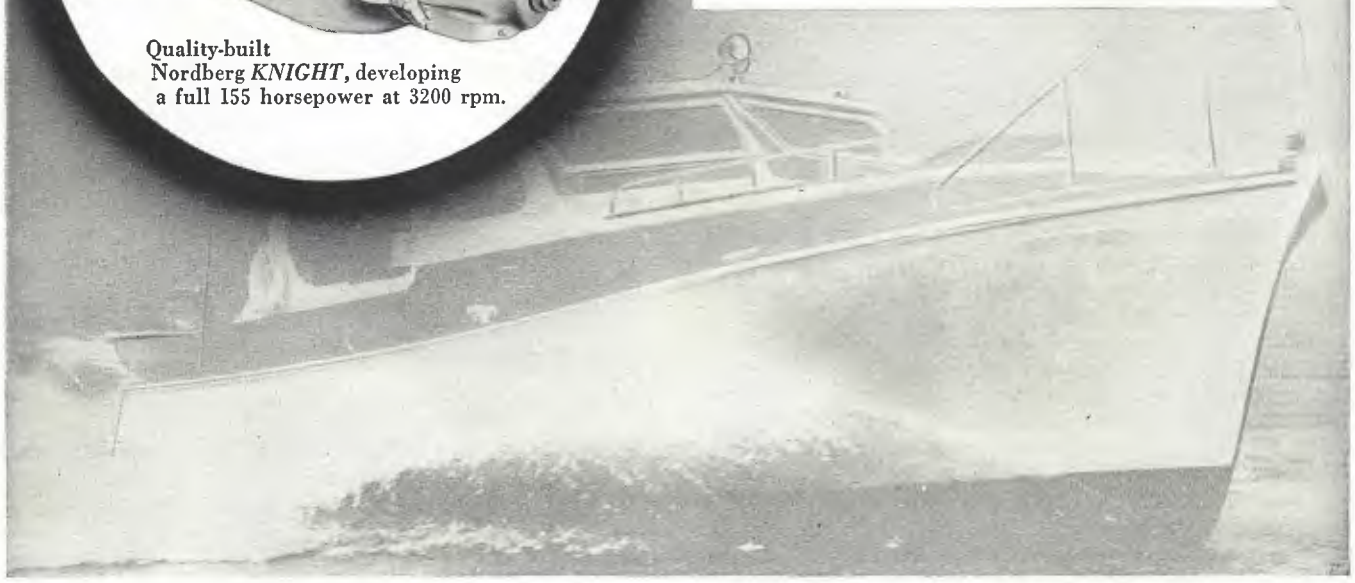
Talk to boat *builders,* too, and you'll find that more and more pleasure craft are being offered with Nordberg power as standard equipment.

Compare the snappy performance—the sturdy dependability—the outstanding design and construction of all seven Nordberg Gasoline Marine Engines, from 60 to 155 horsepower—and you'll see why these *true marine engines* should be your next power choice.

See the 1957 Nordberg Line at the New York and Chicago Boat Shows



Quality-built Nordberg *KNIGHT,* developing a full 155 horsepower at 3200 rpm.



UNIVERSAL MOTOR COMPANY
Nordberg® Gasoline Marine Engine Division
105 Nevada Street, Dept. BI, Oshkosh, Wisconsin

For bigger profits in 1957 sell this modern popular line of engines — backed up by an enlarged advertising and sales program. Write for full details now.

More Data No., Nordberg Div. 167

Hydronic Remote Control Unit Marketed By The Hydronic Co. Of Detroit, Mich.

REMOTE CONTROL has become an important part of outboarding during the last few years. Recognizing this fact and the others of such a unit in the marine field, the Hydronic Co. of Detroit, Mich. is announcing a remote control unit of their manufacture which is available to the trade this year. Known as the hydronic remote control unit it is said to be adaptable to any installation where it is desired to move or position an object at a distance from the control station.

The unit was formerly manufactured by Super-Draulic Corp. under license from the Hydronic Co. and sold under the name of superdraulic positive remote control. The unit works on the push-pull principal with two tubes connecting the master and slave units. These replace the usual rods.

Because the unit is double acting it can carry a full load in both directions, company spokesmen claim. Other features which have been pointed up include full temperature compensation, extreme accuracy, efficient and rugged design.

For More Information Write No. 937 on "More Data Card"

New Carlson Adapter Is Offered; It Turns Water Closet To Pump

A NEW ITEM on this year's market is Carlson & Son's marine water closet adapter valve. With a turn of a lever, the new unit transforms a closet pump to a bilge pump. The Metuchen, N. J. firm says it will be of special interest to small cruiser owners.

This Carlson adapter is recommended for use on small cruisers. It transforms a closet pump to a bilge pump.

The closet manufacturer says this adapter is designed to fit any standard marine water closet. It is ideal for small cruisers, according to Carlson because its capacity will adequately handle normal pumping requirements of these craft. Furthermore, it is especially valuable as "insurance" against power failure where electric pumps are used, states the firm.

Carlson does not recommend this adapter for craft over 24′ overall. Since its pumping capacity is limited by the size of the closet pump, in few cases could it be used effectively to pump the bilge of larger craft, according to Carlson.

One more feature of the Carlson bilge pump adapter is that it helps eliminate the main cause of marine closet failure—the drying-out of pump diaphram or freezing valves. By using the closet as a bilge pump the pump gets routine exercise and thus remains in better working order, says the manufacturer.

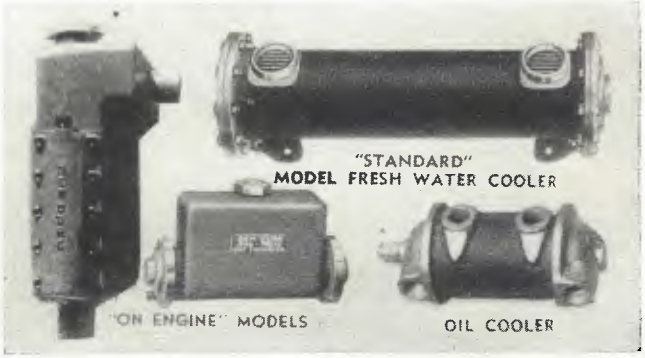
Further information on this new bilge pump adapter is available from Carlson.

For More Information Write No. 938 on "More Data Card"

There Are 19 Exchangers & Related Items In Sen-Dure's Complete New Line For '57

THE COMPLETE 1957 line of Sen-Dure heat exchangers will consist of 19 cylindrical models or sizes for fresh water cooling of marine engines. In addition there are special models for mounting on popular engines.

Not only will there be a complete line to meet the needs of all of your customers but Sen-Dure also points out that its entire line of exchangers and related accessories are improved. This has come about as a result of added service, experience, a more favorable market condition and added plant equipment.



Part of Sen-Dure's 1957 line of heat exchangers for fresh water cooling of marine engines.

Sen-Dure reports that its Monel galley water heaters in both the 26 and 52 qt. capacities have gained increased favor everywhere.

The Sen-Dure line includes many fresh water cooling heat exchangers and oil coolers, most of which will be exhibited on the boat show circuit beginning with New York's National Motor Boat Show. Different types and sizes of pumps, strainers, zinc pencils, pump mounting brackets, tanks and fittings are among the specialties Sen-Dure offers the trade. These are completely described in a new catalog which is free for the asking.

For More Information Write No. 939 on "More Data Card"

Du Craft Maintains Own Transport Fleet

Three specially built trailers like this are used by Du Craft Boat Co. to deliver its craft to dealers.

TO GUARD AGAINST DAMAGE in transit—and also to effect a closer relationship with its dealers—the Du Craft Boat Co. of Daytona Beach, Fla., delivers its Water Bug line of boats in its own fleet of three specially-built semi-trailer trucks.

The accompanying photo shows that the units not only can haul five good-sized craft but are ideal instruments of highway advertising all over the nation as well.

The starting base of the transport trio is Du Craft's plant in Port Orange, Fla., which is being enlarged for a daily output of 10 boats.

For More Information Write No. 940 on "More Data Card"

Safeguard your sales, profits, customers, prestige with

Kristal Kraft® INC.

OWENS-CORNING FIBERGLAS

boat covering products

Kristal-Kraft/Fiberglas boat covering products are the complete service package designed for easy sale by dealers . . . scientifically engineered, tested and improved constantly for over 10 years. Buy dependability. Don't risk trouble, worry, loss of customers and reputation on false economy.

The Kristal-Kraft/Fiberglas combination

MEETS THIS 4-POINT TEST

PERFORMANCE—from complete engineered products.

QUALITY—through years of research and development.

RELIABILITY—thousands of successful users.

PRICE—in line with quality and performance delivered.

Join the thousands of successful marine dealers who profit with . . .

Kristal Kraft® INC.

RESIGLAS®
REPAIR & PATCHING KITS
BOAT COVERING PRODUCTS

UNIPOXY®
AUTO BODY REPAIR KITS
METAL REPAIR & PATCH KITS

®REG. TM.

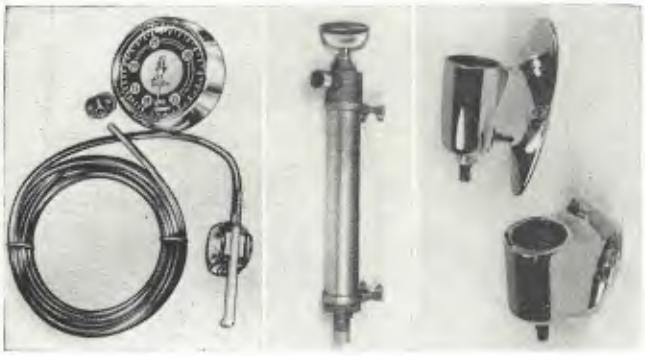
Nationally Advertised and Promoted. WRITE for Literature and Information

KRISTAL-KRAFT, INC. 900 FOURTH ST. PALMETTO, FLORIDA

More Data No., Kristal Kraft 168

Wilcox-Crittenden's Sales Staff And Officials Prepare For New York Show

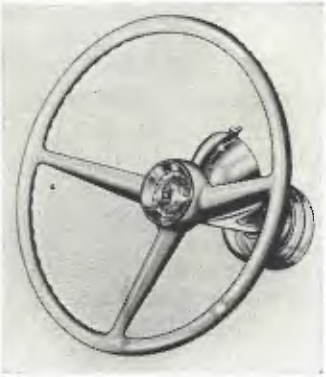
FOR WEEKS NOW, Wilcox-Crittenden's sales staff, as well as officials of the firm and its parent company, North & Judd, have been getting ready for the big New York Motor Boat Show. The Middletown, Conn. firm will have merchandise a-plenty on display at its booth to interest the trade and both active and prospective boaters, according to Jack Morris, vice president and general sales manager of the W-C division.



From left to right, is shown the Sea-Master precision-calibrated marine speedometer with plastic tubing, clips and bracket for installation; the Modified Navy bilge pump, and two chrome-plated die-cast electric cabin fixtures with square bases for wall mounting.

One thing boat show-goers will learn is that Wilcox-Crittenden marine hardware manufacture is accomplished in a single plant, under one roof. According to the firm this permits absolute control at all times of quality, design and workmanship; it's going to display samples of the hardware line, which includes a number of new items . . . bow handles, cleats, chocks and stern lifting handles. They're styled in the modern manner and chrome plated for gleaming beauty, according to W-C.

The newly acquired line of Custom steerers is expected to come in for its share of attention too. Here again, according to the firm, modern design and colorful styling is combined with built-in safety features. The wheels are available in white, red, black, bronze or blue to blend with almost any color scheme. The Aqua-Guide steering system—a single cable system with 'lifeguard' wheel design—will also be on exhibit. Here's a system said to be easy to install and provide steering 'sensitivity.' It's only two turns, says Wilcox-Crittenden, from lock to lock. A variety of cable lengths are available to meet specific installation needs.



New 'lifeguard' rim design keynotes the advanced styling of this line of Custom steerers from Wilcox-Crittenden.

There are other items to command the attention of visitors to the show. There's the Sea-Master speedometers, said to permit accurate reading down to ¼ mph. Relative speed readings, says the manufacturer, enable boaters to obtain peak performance under varying conditions of load and altitude.

During the past year, says Wilcox-Crittenden, careful attention has been given to all phases of production. The firm predicts that 'old timers' will quickly recognize the changes that have occurred in the appearance of many of the fittings.

The new Wilcox-Crittenden 1957 General Catalog is available free-of-charge to all members of the trade. The firm will welcome visitors and provide them with copies of the catalog. Meantime, Wilcox-Crittenden has mailed its customers across the country their copies. However, anyone who hasn't gotten his copy can feel free to write for one.

For More Information Write No. 966 on "More Data Card"

Puritan Cordage Mills Of Louisville, Ky. Produces Complete Water Ski Tow Rope Line

Bright new carton holds linen ski tow rope by Puritan Cordage Mills: features interchangeable bridles.

A NEW LINEN SKI TOW ROPE featuring interchangeable regular and slalom bridles is now being produced by the Puritan Cordage Mills of Louisville, Ky. This newest ski tow rope has been designed to meet the rapidly mounting interest in water sports today.

Puritan also produces a cotton model for the expert skier (that is likewise available with a choice of bridles), manila tow rope, and has just introduced a polyethylene model.

Packed in an attractive carton, each Puritan ski tow rope is accompanied with a copy of "How to Water Ski" by skiing stars at Florida's Cypress Gardens.

For More Information Write No. 968 on "More Data Card"

Three New Products By Cuprinol Announced For 1957 By Darworth

DEVELOPMENT OF THE SAV-IT treatment for water- and mildew-proofing marine gear and two types of rope preservative has been revealed by the Cuprinol division of Darworth, Inc., Simsbury, Conn.

Sav-it makes use of the phenomenon of water's surface tension to prevent moisture from passing through the fabric but at the same time to allow free air passage for proper circulation.

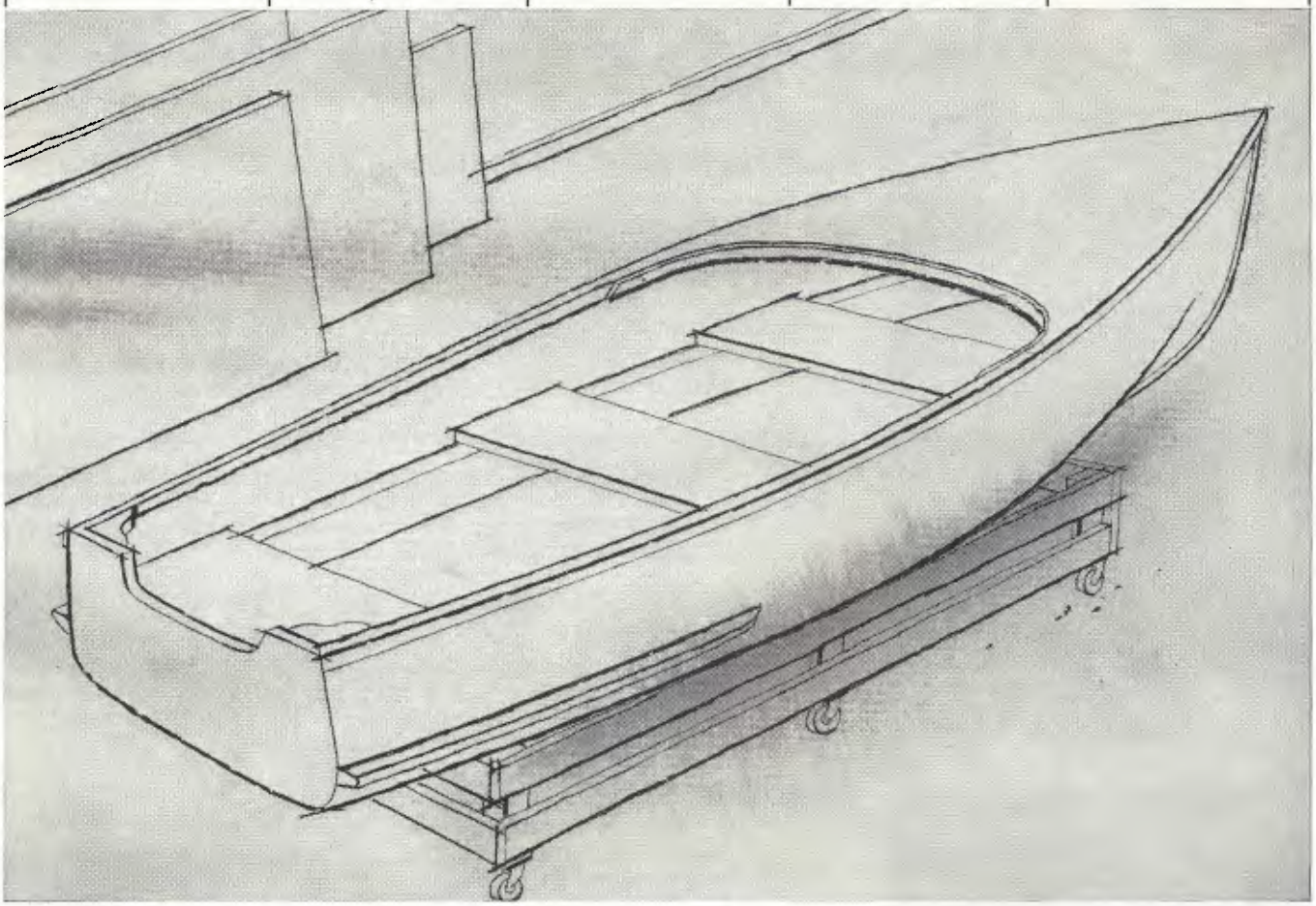
Applicable by paint brush, rag, sponge, hand spray, or dipping — and guaranteed not to wash out readily—Sav-it imparts to the treated article no odor, discoloration, or stiffness.

Penetrating the fibers of a rope after application by dipping, Cuprinol's rope preservatives can't wear off from friction, it is claimed. Preservative $30 is for ropes used out of water or immersed only part of the time, while $50 is designed for ropes constantly submerged in either fresh or salt water.

Even when stored wet, Cuprinol spokesmen emphasize, the ropes stay clean and strong; nor will they become sticky or stiff from application of the new treatments.

For More Information Write No. 967 on "More Data Card"

Weldwood Philippine Mahogany	Weldwood Duraply	Weldwood Samara	Weldwood Khaya	Weldwood Utile



Which one of these Weldwood Marine Plywoods will help your boat sales most?

Philippine Mahogany lets you offer a beautiful *hardwood* boat at a competitive price. The distinctive grain pattern of Philippine Mahogany plus the famous Weldwood name makes boat sales click.

Samara* — low-cost African hardwood that resembles mahogany in color—easy to work—easy to finish—lightweight.

Khaya—an African hardwood of unusual beauty. Like all Weldwood Marine Plywoods it is made with 100% waterproof adhesives. Guaranteed not to delaminate.

Utile African hardwood comes in those big plywood sizes (up to 20 ft. lengths or even longer on special order) that assure less caulking time and costs. The waterproof adhesive used for all Weldwood Marine Plywoods will actually outlast the wood itself.

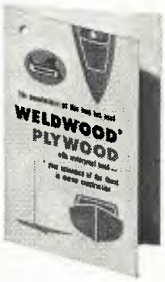
Duraply®, the overlaid plywood, is ideal when you want to paint. Has a permanent, tough smooth surface that stands up to banging, salt or fresh water, heat and cold. Needs less paint.

And don't forget . . .

Weldwood Waterproof Resorcinal Glue—a completely waterproof, completely weatherproof glue for easier boat construction. Not only bonds permanently, but withstands cold, heat, acids, alkalis, fungus and mold.

Old Craftsman Pine Plywood—for boat interiors. It's the easiest working, easiest painting plywood ever. Combines all of the advantages of pine lumber with all of the advantages of plywood construction.

*TRADEMARK



Weldwood®

Weldwood®
MARINE PLYWOODS

Products of
United States Plywood Corporation
Weldwood—The Best Known Name in Plywood

More Data No., U. S. Plywood 169

5 WAYS Sudbury Marine Specialties Make More Money for You!

SELF-SERVICE DISPLAY

FREE with your order, we supply this colorful steel rack with enameled display panels. Takes only 4 sq. ft. of floor space; can make you several hundreds of dollars profit this year! (*Write for particulars*)

- **Top-Quality Means Repeat Sales**
  Every product sold by Sudbury Laboratory satisfies buyers completely. Rigid quality Standards insure top performance under all conditions. This means repeat sales for you and more profit.
- **Consumer Acceptance—Fast Turnover**
  Sudbury products keep moving. Public acceptance means fast turnover, low inventory—higher profits for you.
- **Smart Promotions—Heavy Consumer Advertising**
  Sudbury Marine Specialties are the heaviest advertised line in the field. Year-round schedules in all leading consumer magazines maintain constant demand for Sudbury products. This means extra profits in your pocket.
- **Extensive, Well-Balanced Line**
  Sudbury offers under one well-advertised name a diversified line of popular marine products. Items to appeal to every type of boat-owner large of small. This fast-moving line from a single source simplifies your accounting and re-ordering. You make more money with the Sudbury line.
- **Point of Purchase Display Aids**
  Banners, streamers, counter cards and other display aids help you stimulate extra sales. The self-service display rack is a silent salesman—makes more money without expense.

Are You Getting Your Share of the Profits from These Sudbury Marine Specialties?

AQUA CLEAR FEEDERS
AQUA CLEAR CRYSTALS
AQUA CLEAR CRYSTAL KLEENER
LIQUID AQUA CLEAR

AUTOMATIC DUPLEX RAW WATER STRAINER

AUTOMATIC BILGE CLEANER

*FENDERS and FENDER BOARDS

*SUBMERSIBLE BILGE PUMP
GUSHER BILGE PUMP
TYPHOON BILGE PUMP

*GUN'L-GARD

TRANSPARENT BOAT

*365 Non-Fouling BOTTOM PAINT

SKY VENTS

SAV-A-TANK CARTRIDGE

*SHAMMY WIPER

SAF-T IGNITION SWITCH
VAPOR PROOF SWITCHES
AUTOMATIC ENGINE ALARM
REDD-ELEFANT HIDE CONTROL CASING
THROTTLE & CHOKE CONTROLS

AQUA SHED Waterproofing
BARFAIR #77 Sail Preservative
FORMULA #13B Solvent
FREE IT Penetrating Oil
BOAT ZOAP
SAIL ZOAP

(*New for 1957 Sales)

MAIL COUPON TODAY

SUDBURY LABORATORY, Box 7G, Sudbury, Mass.

Attached is my order for Sudbury Marine Specialties.

Name.....

Firm.....

Address.....

City.....State.....

☐ Send complete information on the Sudbury line of Marine Specialties, and your special deal on the FREE Display Rack.

SUDBURY LABORATORY
Box 7G, Sudbury, Mass.

More Data No., Sudbury 170

SUDBURY'S BIG 1957 NEWS!

The Only Bottom Paint WITH A WRITTEN GUARANTEE

Against Marine Growth for 365 Days!

This is the New Bottom Paint Your Customers Will Be Asking For!

Stops All Marine Growth for 365 Days

HERE'S WHY SUDBURY DARES GIVE YOU A 365-DAY GUARANTEE AGAINST FOULING!

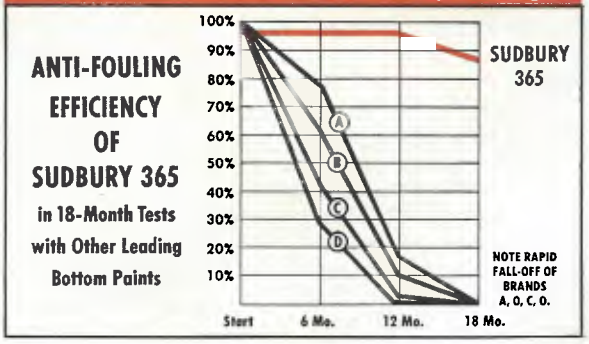
This amazing new bottom paint is the result of years of scientific research, started at the point where all other bottom paints stopped. Fifteen formulas were tested for 3 full years by an independent laboratory. One out-performed all the rest by far—that's Sudbury 365! Then for 1½ years, Sudbury 365 was tested in comparison with four other leading bottom paints, some much more expensive.

Paint It—Forget It—For 365 Days

Test panels of Sudbury 365 and the four other leading bottom paints were submerged in heavily infested southern waters where fouling is so bad bottoms have to be scraped and painted as often as 4 times a year. These test panels were examined every 6 months. The chart at right shows how Sudbury 365 proved superior to even higher priced brands... 100% effective at the end of 12 months... still 89% effective at the end of 18 months!

HERE is the report of actual 18 months tests with Sudbury 365 in comparison with 4 other leading bottom paints. Sudbury 365 was the only one that remained 100% efficient at the end of a year, dropping only 11% even after 18 months.

TESTS PROVE SUDBURY 365 BEST



365 GUARANTEE

Stops All Marine Growth for One Full Year, or the paint will be replaced absolutely Free of Charge. The only bottom paint with a 365-day written guarantee on the label of every can.

Sudbury 365 Bottom Paint has excellent coverage... about 350 sq. ft. to the gal. Easy and quick to apply... first remove loose particles of old paint... sand lightly ...and apply Sudbury 365 just as it comes from the can. The only finish that should be removed is vinyl.

SUDBURY LABORATORY, Box 7G, Sudbury, Mass.

365 Bottom Paint A High Profit Item!

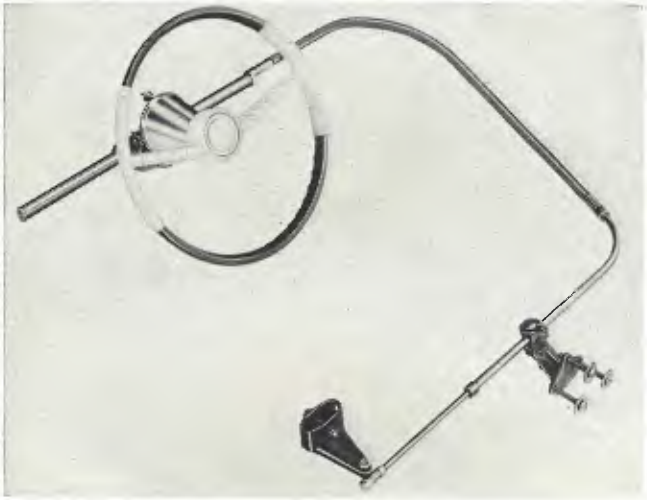
Your year's profits from the sale of Bottom Paint can be increased as much as 50%. Your customers will be reading and talking about "365", resulting in greater demand, bigger volume and higher profits. Long-lasting Sudbury 365 will make many new friends for your business.

More Data No., Sudbury 170

Attwood Brass Introduces Its New Seaflite Autopilot Steering Device

IT'S BRAND NEW this year—Attwood's Seaflite Autopilot. The new steering device introduced by Attwood Brass Works, Inc. is said to overcome motor "pull" and bring new ease to maneuvering an outboard boat.

It gives equal ease to port and starboard turns, says the Grand Rapids, Mich. manufacturer, and takes the difficulty out of handling an outboard at high speeds. The Autopilot is equipped with another new device that reportedly allows the driver to adjust the wheel to any desired firmness.



This is Attwood's new Seaflite Autopilot — a brand new steering device.

All parts of this new unit, including cable and connections, are stainless steel, brass and polyethylene for durable service in fresh or salt water. The unit's simplicity of design, says Attwood, cuts installation time by 75%.

Another new item in the 1957 Seaflite line is the single lever shift and throttle control. The duo-action of the lever eliminates the rather common confusion in outboard docking that, according to Attwood, frequently results in damaged boats or broken controls. It simplifies, says the firm, docking or reversing engine at any time, with automating coordination of shift and throttle.

The new control head is adaptable to most outboards. The introductory model fits all Evinrude, Johnson, Gale and other motors produced since 1953 with similar controls, according to Attwood.

The unit is also said to be jam-free and reportedly can't go out of adjustment. Like the Autopilot, its parts are corrosion resistant. Installation requires no alteration of motors. Cables from old double-lever controls can be used with the new units, according to Attwood.

Attwood is also introducing new items in its Seaflite hardware line. Heading the list is a new stern pole that lights up. A sleekly styled stern handle has re-designed smooth-gripping surfaces. The new line also features a big, handsome bow light and new ski tow hooks, chocks and cleats. The 1957 Seaflite steering wheels are making their debut this month, too.

They feature swept-back spokes, hooded medallion and slim, graceful lines plus eye-catching two-tone regatta colors, according to the Michigan manufacturer. The new color shemes feature bright white side grips and a choice of eight other colors.

The new stern pole, made of lucite has a light at the top of the shaft. It's been aptly named Attwood's Glopole. When the light is lit, the full length of the lucite shaft glows brilliantly. The glow, says Attwood, is clearly visible over the water for a great distance. It's this feature that allows the Glopole to serve a safety function as well as be a decorative addition to any craft, says the firm. And since the light bulb is mounted in the Glopole base, the entire pole is removable. Brackets are supplied for stowing it in the boat.

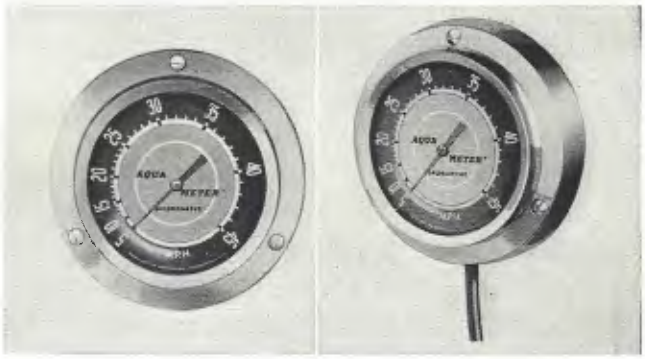
There's lots more information about items in Attwood's Seaflite line of accessories and boating equipment. Information about the line is available on request.

For More Information Write No. 969 on "More Data Card"

Futuristic-Looking Speedometer Brightens Aqua Products' Line

BILLED AS THE FIRST MARINE speedometer to feature automotive styling and increased use of color in line with the current industry-wide trend, the new Aqua Meter "Outboarder" is being introduced for 1957 by the Aqua Products division of Ketcham & McDougall, Inc., Roseland, N. J.

Corporation president Richard McFadyen labels all six of the "Outboarder" models ". . . the first really significant departure in the design and construction of a marine speedometer for today's more style-conscious boat-owner".



Triple plated chrome speedometer is available in flush or surface-mount types and three speed ranges.

Exterior attractiveness was entrusted to Industrial Designer Warren Toy, who came up with a low silhouette triple-plated chromium case 4-3/16″ in diameter which frames an easy-to-read 3″ charcoal gray and yellow dial; to add to the tasteful color scheme, the progessively-calibrated radial numerals on the dial are white and the pointer is red.

Company engineers used brass for the internal case as well as for the new and compact internal movement which reportedly cuts down on needle vibration caused by rough water or engine reverberations.

An innovation this year is the choice of surface- or flush-mount speedometers, both of which contain a tube assembly kit for neater installation. One end of the 16′ tubing is attached to the meter, and the other can be cut to the desired length and pushed onto the molded nylon impact tube.

Both surface- and flush-mounted models are available in three speed ranges: 5-35, 5-45, and 10-55 mph. The former are designated 35 SM, 45 SM, and 55 SM, and the latter, 35 FM, 45 FM, and 55 FM.

The 125-year-old parent organization has been turning out Aqua Meters since 1940. Other products in the firm's assortment include a series of custom meters; Model 80 racing special for speeds from 30-80 mph; the Model 60 stock racer for fast outboards which can hit 60, and the Model 135 Hi-Speed special whose dial is calibrated from 80 to 135 mph in a 540-degree arc.

For More Information Write No. 970 on "More Data Card"

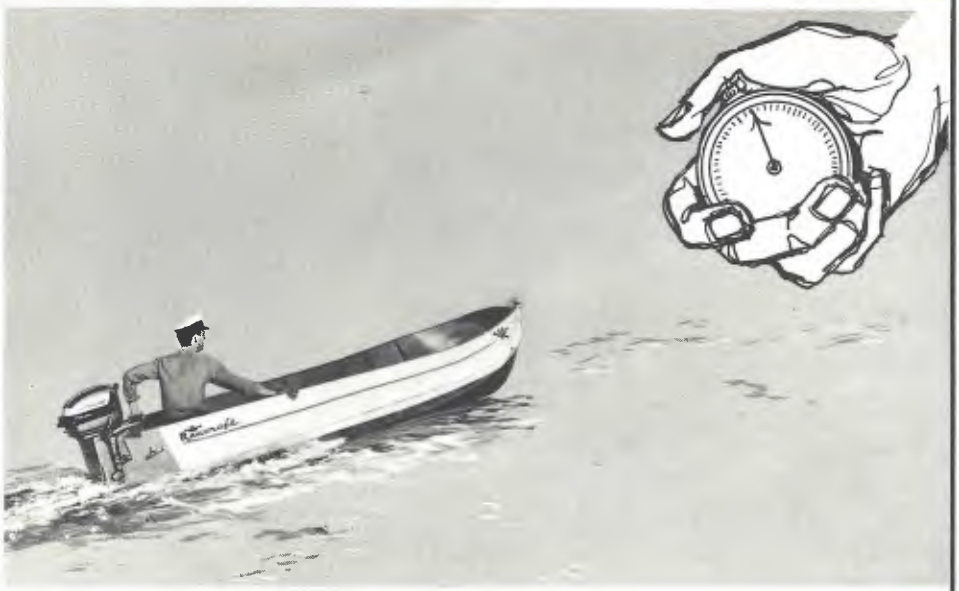
THIS MONEY-MAKING NEW BOAT

SELLS AS FAST AS IT PLANES*

Rexcraft

KING OF ALUMINUM BOATS

ONLY THE NEW Rexcraft PLANES IN 2 SECONDS FROM A STANDING START*



The revolutionary design of the "Dynaplane" hull of this all new Aluminum Boat makes it the fastest planing—easiest selling boat for '57.

STYROFOAM FLOTATION
6" thick under every seat. Rexcraft is safe — practically unsinkable.

MARINE ENAMEL FINISH
Two-tone turquoise and white, tastefully color - keyed for beauty.

Almost from the word "Go" the Rexcraft levels its nose and slices through the water to get fishermen to and from their favorite fishing spots *faster — safer*. Compare the 14′ or 16′ Rexcrafts with other aluminum boats and you'll see the big difference . . . the reasons why Rexcraft was designed to outsell and out-perform competition . . . at any price.

Rexcraft Dealers don't need a fortune to get started, but our exclusive sales features will *help* you get rich. Let us show you how! Write or wire for further information and prices.

SEE Rexcraft
KING OF ALUMINUM BOATS

AT THE CHICAGO NATIONAL BOAT SHOW—Booth 1035-6-7

Consolidated General Products, Inc. • Houston 8, Texas

Plain Talk About Planing Hulls

(No. 1 in a series)

The art of constructing efficient planing hulls has never been standardized to the degree that it becomes a *science*. In other words, the design of a good planing hull depends on experimentation and extensive testing *in the water*.

The most comprehensive testing yet performed for the purpose of developing maximum efficiency in planing hulls was conducted by the United States Navy during the Second World War. The result: the fabulously fast and seaworthy Patrol Torpedo (or PT) Boat.

The characteristics incorporated in the Hull design of the PT Boat have been used in the design of Rexcraft Aluminum Boats, in both 14′ and 16′ sizes. All Rexcraft models feature the exclusive "Dynaplane" hull design and after exhaustive in-the-water testing, have been found to offer performance advantages such as: efficient planing with minimum power; efficient planing with maximum loads; and greater safety in tight turns.

For full information on the characteristics and performance of Rexcraft's "Dynaplane" hull, write: Engineering Dept., Consolidated General Products, Inc., Houston 8, Texas.

Charles McGill

BUOYANT CUSHION

Made to latest U. S. Coast Guard specifications effective October 1, 1955. Kapok contained in electronically sealed vinyl bags to keep kapok dry.

SPEED BOAT VEST

Ideal life preserver where an approved type is not required. Filled with kapok. Colors: Red, Khaki, Blue or Orange in 4 sizes.

RING BUOYS

U. S. Coast Guard Approved. Cork or Balsa. Sizes: 20", 24" and 30" Dia. Also commercial type 15" to 27" Dia. Kapok filled plastic rings also available.

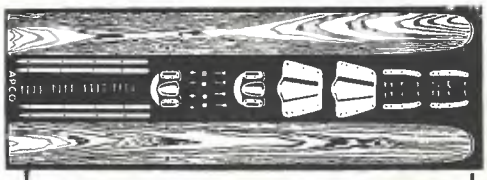
We Invite You To Visit Us At

N. Y. BOAT SHOW
JAN. 19 to 27
(Booths C-110 to C-113)

N.S.G.A. SHOW, CHICAGO
Feb. 3 to 7 (Room 681)

CHICAGO BOAT SHOW
Feb. 8 to 17
(Booths 406-407)

APCO DO-IT-YOURSELF SKI KIT



Kit consists of one pair of unpainted skis properly shaped and cut to size. Set of foot grips and necessary fastenings. Can be had in 2 models.

Standard Model—5'9" long, 6¼" wide, ⅝" thick.

Outboard Model 6'3" long, 7¼" wide, ⅝" thick.

MOTOR BOAT BUOYANT VEST

U. S. Coast Guard Approved for use in Motorboats of Classes A, 1 and 2 not carrying passengers for hire. Child, small: For children weighing less than 45 lbs. Model CKS. Color: orange. Child. Medium: For children weighing 45 to 90 lbs. Model CKM. Color: Orange. Adults: Universal size far all adults, Model AK. Colors: Orange or Green. Kapok sealed in Vinyl Bags.

KEEP-A-FLOAT CHILD'S SAFETY VEST

A comfortable safety vest for children when at play near water. Color is Indian Orange for greater visibility. Filled with new Java Kapok sealed in Vinyl Bags.

LIFE PRESERVERS

U. S. Coast Guard Approved. Filled with Kapok. Adult and child sizes. Color: Indian Orange, mildew resistant treated.

CUSHIONS

Standard 15" x 15" x 2". U. S. Coast Guard approved kapok cushions. Special sizes to order. Covered with fabric, coated fabric or plastic.

LIFE PRESERVERS

U. S. Coast Guard Approved. Filled with cork or balsa blocks. Adult and child sizes. Color: Indian Orange, mildew resistant treated.

WATER SKIS

APCO SKIS are made for use by amateurs and professionals. APCO quality SKIS are reinforced and laminated to permanently keep their shape. APCO adjustable foot grips are made of pure molded gum rubber and aluminum fittings and placed to give perfect balance for buoyant Planing. Finished in Red with White trim. Also finished in natural varnish.

DEALER INQUIRIES INVITED

WRITE FOR
Complete Catalog "1"
PRICE LIST

FOR SAFETY SAKE SELL APCO

More Data No., Atlantic-Pacific 172

Allcraft's Seafarer Line Of Tanks, Both Water And Fuel, Available In Monel

ALLCRAFT MFG. CO., INC. of Cambridge, Mass. is now delivering its Seafarer line of solid Monel fuel and water tanks. The metal fabricator builds these tanks of solid Monel because it is a corrosion-resistant metal that is said not to chip, crack, flake or disintegrate. This, the producer feels, assures clean fuel in the case of gasoline tanks and crystal-clear, rust-free water when the unit is used for water storage.

Allcraft's Seafarer tanks, pictured here in rectangular and cylindrical shapes, are manufactured in a variety of sizes.

Allcraft tanks are manufactured in a wide variety of sizes and in either rectangular or cylindrical shapes. They are subjected, according to Allcraft, to rugged testing to assure top-flight performance at all times. Allcraft calls this "torture-testing."

Inboard tanks are available with capacities of from nine to 80 gallons. Outboard tanks are available with capacities of from nine to 22 gallons for operation with all types of outboard motors. In addition, says Allcraft, special tanks can be custom made to individual specifications.

Every Seafarer tank is individually tested, according to the New England firm, and meets all of the requirements of the United States Coast Guard and Yacht Safety Bureau. More complete information, catalog and price lists are available on request.

For More Information Write No. 971 on "More Data Card"

1957's The Year For New Speedometers And Instrument Panels From Michigan Wheel Co.

Michigan Wheel's streamlined new speedometer and panel No. 230 is now available to the marine trade.

THE MICHIGAN WHEEL CO.'s Outboard Catalog for 1957, which is free to anyone requesting it, contains several new, sleekly-designed speedometers. Most of them are integral with Michigan's smart, streamlined instrument panels. They are designed for easy installation on outboard runabouts and cruisers.

Other models, it is said, have been especially developed to accommodate boats with narrow wheel posts. Panels are of heavy, colorful plastic, said to be impervious to weather, oils, and greases. They have several knock-out buttons for ignition connections, lights, etc.

Speedometers register from 0 to 45 mph and are guaranteed accurate within 1%. They have chrome trim, bronze body and mechanism for maximum corrosion resistance.

Also shown in the catalog are complete lines of boat fittings, skis and accessories and propeller recommendations for obtaining better performance from practically every outboard motor ever built. The Grand Rapids, Mich. firm welcomes line inquiries or catalog requests.

For More Information Write No. 972 on "More Data Card"

A Radiotelephone For Every Craft Is Being Produced By Florida Firm

PEARCE-SIMPSON, INC., Miami, will market four radiotelephone models in 1957 and anticipates increased output from a new plant to be built later this year and a factory addition of 4,000 square feet already in use.

The "Islander 30," 28 watts input, and the "Atlantic 70," 70 watts input, are 5-channel rediotelephones incorporating broadcast band reception. The plastic-and-metal cabinets are styled in two-tone gray.

The "Carib 130," 130 watts input, is an 8-channel marine radiotelephone covering frequencies between 2 and 6 megacycles, as required.

Pearce-Simpson produces a model radiotelephone which will meet any demand.

Pearce-Simpson says its "M-7" was designed specifically "for the finest yacht installations." This marine radiotelephone of 150 watts input operates through the 2 to 6 megacycle range on ten different channels and all operations, including channel selection, can be remotely controlled. Both the "M-7" and the "Carib" models are available in mahogany, korina or teak wood cabinets.

All four Pearce-Simpson models feature front panel tuning, which permits bulkhead installation directly against cabin overhead to save space in limited areas.

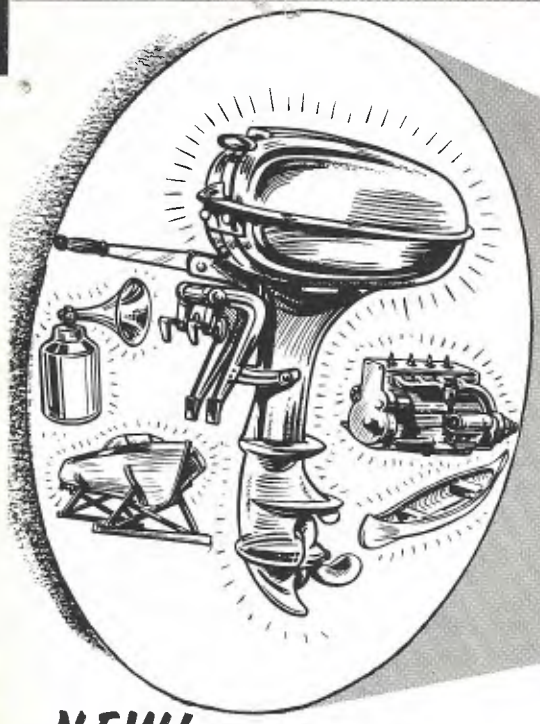
The company also manufactures Tiffany Sparkshields, available for most marine gasoline engines. These are designed to eliminate noise interference and the manufacturer says the shields can be installed quickly without need for technical knowledge.

Pearce-Simpson plans increased output with its recently-completed plant addition now in use and is completing plans for a two-story factory expected to be begun late this year.

The company will exhibit at the New York, Miami and San Francisco boat shows this year, with the San Francisco showing marking Pearce-Simpson's entry into West Coast markets. Dealer inquiry from West Coast marine electronic firms has been invited. Factory representatives will be appointed and technical facilities of Pearce-Simpson's engineering department will be made available to appointees to acquaint newly-franchised dealers with factory recommended installation and service procedures.

For More Information Write No. 973 on "More Data Card"

Pushbutton Profits - Better than Ever



with the

NEW Spraint MARINE FINISHES

$1.79

NEW! Factory Matched OUTBOARD MOTOR COLORS:

Order No.	Outboard Motor	Color
1470	Johnson	Javelin Gold
1472		Black
1473		Off-White Trim
1437		Dark Sea Green
1455		Holiday Bronze
1456		Spray White Trim
1457		Off-White Trim
1438	Evinrude	Blue — 1953
1447		Blue — 1954
1450		Blue — 1955-56
1452		Charcoal Gray
1453		Polychrome Gray (light trim)
1451		Aqua White (trim)
1454		Marsh Grass Green (Hunting Camouflage)
1469	Mercury	Quicksilver Green
1436		Green
1458		Silver Trim
1459		Sarasota Blue
1460		Sand Trim
1461		Sunset Orange
1462		Tan Trim
1463		Marlin Blue
1464		Gulf Blue Trim
1474	Scott Atwater	Yachtsman Gray
1475		Aqua Blue
1476		Fleet Red
1477		Mahogany Brown
1478		Sea-Gull White
1443		Pennant Green
1465		Loch Lomond Green
1466		Gold
1483	Gale Buccaneer	Sea-Mist Green
1471		Surf White
1467		Inca Bronze
1481	Oliver	Sea Green
1482		Gull White
1468		Blue
1442	Champion	Blue
1446	Lauson	Blue
1439	Martin	Black
1479	Boat Trailers	Tee Nee Yellow
1480		'Gator Yellow

and other Boat Trailer Colors

NEW! MARINE SPECIALTIES:

Number	Color
1440	Fire Red Enamel
1433	Dull Aluminum Lacquer
1441	Spraint Acrylic Spray
1444	Spraint Marine Spar Varnish
1607	Ignition Sealer
1700	Liquid Rain Kote
1419	Chrome Aluminum
1427	Zinc Chromate Primer (meets U.S. Govt. spec.)
1434	Appliance White
1418	White Deck Enamel

Plus a complete line of 30 Beautiful Enamel Colors

Number	Color
1417	Black Hull Enamel
1603	Torpedo Gray Enamel
E1500	Fast Dry Black Engine Enamel
E1501	Fast Dry Gray Engine Enamel
1415	Wheelhouse Red
1900	Engine DeGreaser
4000	Bos'n Air Horn Fuel
1800	Fire Extinguisher
1606	Hot Rod Primer
3000	Bug Killer

Shipped 12 in case weight 13 lbs.

OBC

Unconditional Guarantee of

- QUALITY • VALVE • SHELF LIFE
- COLOR MATCH • SPRAY PATTERN

80 years' experience in chemical specialties.

Important New Plus Features

- **BIGGER PROFITS!** Liberal discount structure.
- **MERCHANDISING!** Fast Moving Displays . . . no penalty for rack or ready-pack.
- **NATIONAL ADVERTISING** Boating Industry, Outboard.

COMPLETE LINE! All outboards color-matched . . . full line specialties.

Spraint MARINE FINISHES

MINIT SPRAY
23 N. WACKER DR.
CHICAGO 6, ILL.

Lafayette Supply Co. Grip-A-Tank Line Expanded To Include Units For Most Outboards

GRIP-A-TANK is the trade name that Lafayette Supply Co. of West Lafayette, Ohio, has given to its portable outboard motor fuel tank. According to company officials their 1957 versions of the grip-a-tank are for use with most models of Evinrude, Johnson, Mercury, Wizard and Oliver outboard motors.

Neoprene Grip-A-Tank grips outside lip of auxiliary tank to prevent creeping and chatter.

Of neoprene construction with an inside lip or ledge that grips the outside crimp of the tank the grip-a-tank is resistant to gas and oil and the special top assures a tight fit. The bottom of the grip is double-rolled for extra holding power on the bottom of the boat and to prevent creeping, bouncing and chattering in rough waters.

The new 1957 catalog is ready and can be had upon request.

For More Information Write No. 974 on "More Data Card"

Equipment For Safety, Convenience Made By Instrument Associates

ATTENTION IS BEING FOCUSED on six new items in particular which grace the 1957 line of marine equipment being placed on the market by the marine division of Instrument Associates, Great Neck, L. I., N. Y.

Comprising the sextet are:

The easily-installed and economic Electrolysis Indicator, which flashes a bright red light to indicate reversed polarity if the grounds aren't matched when a boater plugs into dockside current.

An electrically-operated shut-off safety valve — available in 6-, 12-, 24-, and 32-volt versions — which reduces the chance of fuel line fire and explosion by blocking off the supply of gas to the engine as soon as the ignition is turned off.

A remote indicating compass available for 12-, 24-, and 32-volt DC systems and consisting of a transmitter; indicator; inverter, and chrome-plated mounting plate. Each transmitter is capable of operating as many as three indicators.

A copper 10-gallon marine water heater which utilizes engine heat for hot water while underway.

A self-contained Pitch 'N Roll indicator which does just what its name implies and is advertised as ideal for determining the heel of a sailing vessel in order to establish proper trim and for assisting in the most effective adjustment of the throttle.

Finally, a new oil pressure alarm which, when installed in the oil lines of a boat and by means of buzzers and/or red lights, prevents burned-out engines by detecting pressure failures instantly.

Exclusive franchises held by Instrument Associates include that for the distribution in Long Island of Walter Kidde fire extinguishers and systems and another for the metropolitan area dealership of the new Philco 2-band marine portable radio.

Distribution and service franchises are also maintained for Bendix marine products; Champion spark plugs; Exide batteries and chargers; Raytheon Manufacturing Co.; Stickell marine converters; Sutton Manufacturing Co. electric bilge pumps, and American Bosch windshield wipers.

For More Information Write No. 975 on "More Data Card"

New Tilt-Bloc Is Simple And Practical Unit Designed To Reduce Strain & Protect Transom

A NEW DEVICE called the Tilt-Bloc has been introduced by Griffin's Outboard Motors, Inc. in Atlanta, Ga. It is made of strong, lightweight aluminum alloy painted with white enamel.

The Tilt-Bloc is placed between the outboard motor and transom of a boat during the hauling or storage period when the motor is attached to the craft. This provides an even balance that is said to reduce much of the strain and torsion on boat transoms by properly distributing the weight of the motor.

It also protects the lower unit while being hauled and during launching of the boat because the lower part of the outboard is kept in an outward position almost as high as the bottom of the craft. The unit can be quickly installed or removed.

These blocks are currently being produced to fit Johnson and Evinrude 25, 30 and 35 hp motors and 22 and 25 hp outboards by Gale Products. They are distributed by all Johnson and Evinrude dealers across the nation. However, dealer and jobber inquiries are invited by the Georgia manufacturer.

For More Information Write No. 976 on "More Data Card"

Hapco Boat Plugs Are Now Available In Both Bulk And In "Look-See" Pacs

HAPCO, INC. has developed a new marketing device, called the "look-see" pac, for retailing its boat plugs through marine supply dealers. Heretofore, they have been available in bulk sizes—500, 1,000 or 2,000 to a bag.

Hapco boat plugs are wearing new 'dresses' . . . They're "look-see" pacs.

These boat plugs—used throughout the trade by boat builders, according to Hapco—are produced in every size and in 28 varieties of marine woods, including teak. For this market, bulk packaging seemed ideal. However, in addition to accommodating these buyers, Hapco stopped a minute to consider the dealer sorting and counting out the plugs—using up valuable sales and selling time.

This prompted the Mendham, N. J. firm to inaugurate the new package. It's made of tough, transparent polyethylene. Each bag contains 100 boat plugs in standard sizes, fashioned from teak, mahogany, pine, cedar, oak and other woods commonly used in the marine building trade. Hapco officials believe that introduction of the new packaging will result in more profitable boat plug sales with less selling time involved in unit sales.

For More Information Write No. 977 on "More Data Card"

Now, a COMPLETE line of new boats with this famous outboard hull!

Turnercraft

Florida Builders, Inc. 16 ft. Turnercraft "Custom Sportsman" demonstrating its dryness and level-trim ride.

New Dealer Franchises now open in many good areas!

Up to now, only ***Florida*** Dealerships were available. Now, production expansion permits acceptance of more dealers — out-of-state as well as in Florida!

DEALERSHIP ADVANTAGES

1. One source of supply for a COMPLETE line of fine boats from the small Price Leader to the big Family Cruiser.

2. Sales advantages: Solid Mahogany Frame Construction with 5-ply African Mahogany bottom and topsides (bonded with Dutch resin, in Holland) Marine glue and brass screw fastened. All material and craftsmanship backed by written warranty.

★ ***Give a man ONE RIDE in this boat and you've made a SALE!***

Division of florida builders, incorporated

COME SEE US AT
THE MIAMI INTERNATIONAL BOAT SHOW
FEBRUARY 22 TO 27

DEALERS PROTECTED
Sold to Franchised Dealers Only

BOAT DIVISION—702 FORTY THIRD STREET SOUTH • ST. PETERSBURG, FLORIDA

More Data No., Turnercraft 174

S

TORNADO

Beauty that compliments the finest boat. Instant commanding tone assures the boating safety you require. All brass, marine chrome plated horn with stainless steel diaphragm. Easily installed where you want it. Available in twin-trumpet dual, or individual mounting; or single trumpet. 6 or 12 volt.

...Twin Trumpet all-electric air horns

NEW

THE SPARTON *Pilot*

Low cost... New Beauty in a quality built marine horn

* Meets U. S. C. G. Class 1 Requirements
* Deep Penetrating Sound
* Solid Brass — both Horn and Bracket
* Heavy Corrosion-Proof Chrome Plating
* Completely Enclosed Horn Motor
* 6 and 12-Volt Models

See your dealer today or write factory direct.

Visit us at Booth D-153. New York

S

Ship Ahoy Remover Is New From Dakoline Co.

SHIP AHOY paint and varnish remover is a new non-inflammable product from the laboratories of the Dakoline Chemical Co., Inc. of Brooklyn, N. Y. The new item meets rigid U. S. government specifications.

It is said to be equally effective when used by dip, brush or spray methods. The New York firm claims it to be one of the easiest to use products of its type on the market today.

It has what Dakoline calls deep, penetrating actions. Yet the firm says it's not injurious to veneers, metals, woods, leathers, etc. It will raise enamel and laquers many layers thick or layer upon layer of paint or varnish so that it can be cleaned off with a cloth or putty knife in a matter of minutes after application, according to Dakoline.

The new remover contains no acids, potash, lye, ammonia, benzol or wax, according to the producer, and therefore needs no neutralizer or solvent. The cleaned surface is ready for painting as soon as it dries.

Ship Ahoy remover is said to have low toxicity and no offensive odors. Dakoline says it can be used with complete safety. As a matter of fact, according to that company, Ship Ahoy can even be used to extinguish fires.

For More Information Write No. 978 on "More Data Card"

Chrysler Corporation Appoints New Dealers

CATAWBA MARINE SALES, INC. of Port Clinton, Ohio and Lake Mead Marina of Boulder City, Nev. have been named marine engine dealers for Chrysler in specified territories.

Catawba will serve the city of Port Clinton and the county of Ottawa, Ohio. Lake Mead Marina will cover Boulder City and Clark county, Nev.

January 20 At NY Boat Show Is Chosen For Launching New Inland Waterway Guide

ANOTHER NEW INLAND Waterway Guide will be launched at this month's boat show at New York City. Editor-Publisher Charles F. Easton announced the christening of the new Great Lakes Edition.

The edition will provide cruising information on the popular fresh water rivers, canals and lakes from New York City north to Montreal and Ottawa and as far west as Detroit.

Specifically, the Great Lakes Edition follows the Hudson River and connecting waterways to Buffalo and the south shores of Lakes Erie and Ontario to Port Huron.

Side trips include the Rideau Canal system, Oswego to Rochester to the Welland Ship Canal, Seneca Lake to Watkins Glen and the Lake Champlain trip from Troy to Montreal.

Charts and tabulations showing locations and giving complete descriptions of yachting facilities along the route will be included, according to Eaton. In addition, there will be illustrated feature articles and a wealth of data about lake and river cruising in the Great Lakes areas.

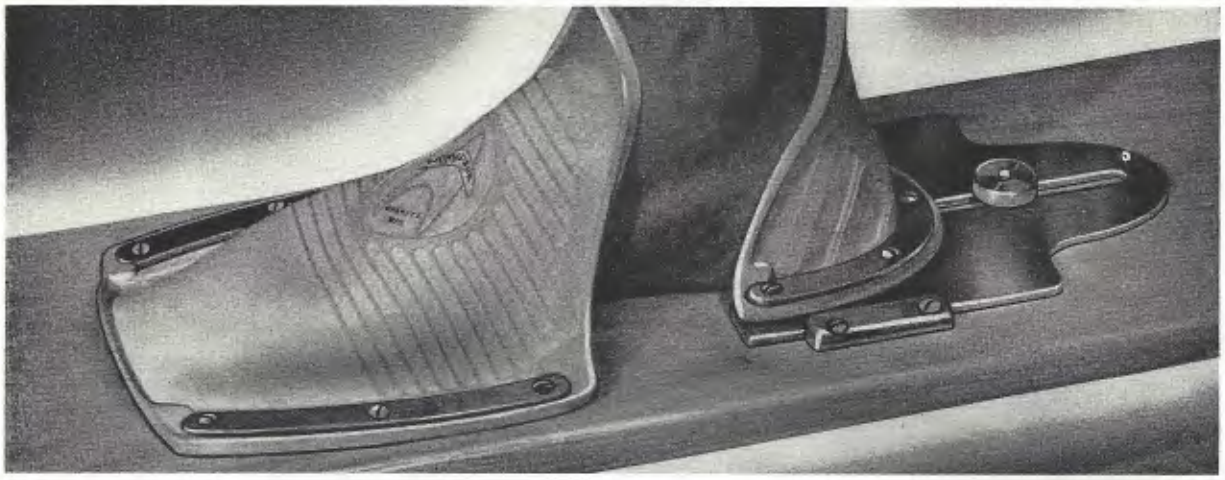
The Inland Waterway Guide is now in its tenth year of publication. It issues two other editions annually. The Southern Edition covers yachting facilities from Norfolk, Va. south through Florida and is issued each August. The Northern Edition is issued each November 1 and describes the protected cruising routes and facilities from Boothbay Harbor, Me. south to Norfolk. The Guides are handled by marine dealers and book stores.

For More Information Write No. 979 on "More Data Card"

More Data No., Sparton 175

Those Marine Dealers in the "KNOW" will be selling

Thompson Skis



New "A THOMPSON ORIGINAL" Foot Binder

- Featuring -

1. Professional Cut Design (high tabs on both toe and heel)
2. Softer and stronger rubber.
3. Special design features (ribbing reinforcements) for greater comfort and relief on pressure points of the foot.
4. Special reinforcement points for hardware, to reduce tearing of rubber parts.
5. Rubber specially compounded for weather and ozone resistance.
6. Rubber moulded for us by General Tire & Rubber using our own specially designed moulds.
7. Single screw adjustment aluminum hardware.
8. Extruded aluminum hardware for greater strength and finer appearance.
9. All hardware smooth and rounded to eliminate foot injuries.
10. Ski blanks of finest grade of tough textured White Ash.
11. Extra smooth, high gloss finish, with attractive silk screen designs.

Remember Our Sales Policy!
Thompson Trade Marked Skis are sold only thru MARINE DEALERS.

(*Write for Complete Details*)

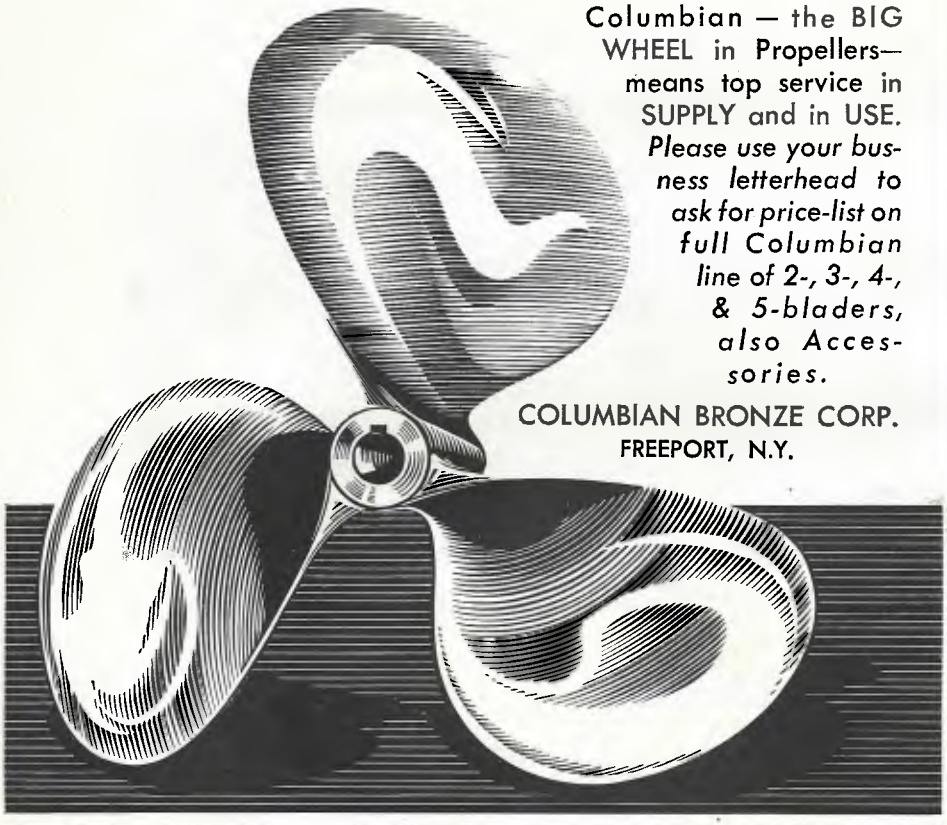
More Data No., Thompson Ski 176

Columbian

advertising currently features HYDROFLITE® PROPELLERS as "designed for especially fine performance where boat and shaft speeds are high" . . . That description might be paraphrased to cover Columbian's new production and distribution set-up, already known familiarly as

P.D.Q.

—designed for especially fine performance where distributors, dealers and their customers want their Propellers Delivered Quick!



Columbian — the BIG WHEEL in Propellers— means top service in SUPPLY and in USE. *Please use your business letterhead to ask for price-list on full Columbian line of 2-, 3-, 4-, & 5-bladers, also Accessories.*

COLUMBIAN BRONZE CORP.
FREEPORT, N.Y.

Tru Heat Stove Fuel Is Now Available

TRU HEAT is really "true heat" at its best. It is an odorless new alcohol stove fuel developed by the chemists at the Truesdale Co., Boston, Mass.

This is the Tru Heat can with its no spill spout.

This Tru Heat fuel was refined and put on the market by yachtsmen who actually sail and realize galley problems afloat, according to Truesdale. In addition to its definite lack of odor, the product is packaged in a can with an easy to fill spout attached. Women "galley slaves" should appreciate this no spill can says Truesdale.

For more information
Write No. 982 on "More Data Card"

Surrette Battery Co. Opens New Warehouse

THE SURRETTE Storage Battery Co., Inc. announces, from its headquarters in Salem, Mass., the opening of a new warehouse located at 3803 Winchester St. in Houston, Texas. The new facility, which will serve the Texas area, will operate under the direction of Haskell Lilly. Lilly was formerly associated with the Silverloy Battery Co.

Fiberglas Boat Kits By Cadillac Plastic Guaranteed To Cover And Seal Wooden Hulls

A PART OF THE Cadillac Plastic Co.'s display at this year's boat shows is that firm's newest Fiberglas boat kits for use on either new or old wooden boats.

Fiberglas boat-covering kit by Cadillac Plastic Co. contains everything necessary for the treatment of old or new craft.

Included in the kit by the St. Louis, Mo. manufacturer is Fiberglas cloth, a special Cadco (trade name) polyester-base resin, a hardening agent and a concentrated plastic pigment in a choice of colors. Following the application of the kit to a boat it is said to become leakproof, rotproof and to become several times stronger than it was originally. Application of the Cadco kit also eliminates the necessity of annual repainting and fitting out, according to Cadillac Plastic.

The Cadco Fiberglas boat kit which is available nationally through leading marine, auto supply, hardware and department chain stores, covers and seals all seams making it possible to cover hulls which are not in perfect condition, it is reported.

For More Information Write No. 981 on "More Data Card"

More Data No., Columbian Bronze 177

It's NEW! It's HERE!

Boating's Greatest Sales Items

MOOR HOIST

Now offers Safe Mooring & Hoisting for your customers

ONLY

Moor Hoist

GIVES YOU

- 5 Models Swinging and Stationary.
- No Dock Needed!
- Mooring and Hoisting.
- Double Winches.
- Lifts up to 3000 lbs.

COMBINATION AUTOMATIC MOORING AND SIMPLIFIED HOIST . . . all for the price of a single davit.

$99.95 UP

NOW, you can have

automatic docking . . . for any boat

- Without any assistance from another person!
- Without ever leaving the wheel of your boat.

Available in 6 Sizes

Moor Master

Dealers and Manufacturers Representatives—Write for Complete Information!

AUTOMATIC BOAT LOCK, INC. — 120 S.E. 2nd ST., FORT LAUDERDALE, FLA.

More Data No., Automatic Boat Lock 178

Raytheon Schedules Multi-Page Advertising

JANUARY ISSUES of Yachting and Motor Boating carry the multi-page advertising of the Raytheon Corp., Waltham, Mass. manufacturer of marine electronics. These two publications have six consecutive pages of photographs, descriptions and general product information. In addition, the first of these six pages carries an introduction to the other five. The last page lists the roster of Raytheon dealers.

The promotion is part of Raytheon's "5-Season Profit Plan" for marine dealers — a continuing program with the objective of obtaining high sales and profit volume the year-round. In addition to the intensive advertising campaign, Raytheon is showing an entirely new display at the New York, Chicago, Miami, Los Angeles and Boston Boat Shows. During the New York boat show, a meeting for Raytheon dealers and those dealers interested in obtaining Raytheon franchises will be held on January 22.

K. V. Curtis, Manager of Marine Sales reports: "We are going to have a completely different kind of dealer meeting this year. Rather than the usual speech-making, we are going to put on an entertaining, fast-moving program that we feel dealers will really enjoy". Dealers interested in attending the meeting and luncheon are invited to contact Don Whittemore, Raytheon's New York district manager immediately.

New Barker Voyager Convertible Top, Streamlined Windshield Make Debuts

Here is Baker's new Voyager convertible top and Voyager windshield, both new on the marine market.

TWO NEW BARKER MFG. CO. products are making their debuts this month. The Voyager convertible top and new Voyager windshield are making their first appearance on the marine market. The Honeoye Falls, N. Y. firm plans the addition next year of many more new patterns to their already extensive line of boat covers.

The new streamlined design of the windshield, says Barker, assures greater all-around visibility. The wrap-around windshield, available with either clear or tinted Plexiglas, is designed to fit any boat. It is equipped with aluminum hardware and fittings and a snug-fitting rubber deck channel. It's available in six sizes. It comes in 46″ to 72″ widths and in heights of 12″, 15″ or 17″.

Tops, too, are available in various widths and in two lengths. Seven brilliant colors are featured for '57. The sturdy, polished aluminum frame is jointed for easy handling. The heavy-duty duck fits snugly, says Barker, around the Voyager windshield. Detachable side curtains are optional. This top is also available with a detachable flexible plastic windshield.

Barker boat covers are said to be available for most inboards and outboards and also sailboats.

For More Information Write No. 983 on "More Data Card"

More Data No., Atwood Vacuum 179

Smooth—Sleek—Fast Moving in Design—Sailing and Sales

Bowman '57

THE COMPLETE LINE

New Exclusive Protected Franchise Policy!

• Profit by the competitive advantage of the complete line. Profit by years-ahead styling and merchandising. Bowman is now an expanded line, offering exclusive features for 1957. Mail the coupon for complete information and be *the* dealer in your area to offer all these advantages:

World's finest 16 ft. runabout with the exclusive reinforced plastic hull made by Goodyear Aircraft.

GOODYEAR
GOODYEAR AIRCRAFT CORPORATION

- **New low priced aluminum boats.**
- **Heavy-duty aluminum runabouts.**
- **New low-priced fiberglass boats.**
- **Mahogany Plyglas runabouts.**
- **New matched boat trailers.**
- **Complete line of boat accessories and marine safety equipment.**

Bowman

MANUFACTURERS, INC.
1824 Woodrow, Little Rock, Arkansas

Bowman Manufacturers, Inc.
1824 Woodrow, Little Rock, Arkansas
Please send catalog and information on franchises in my district.
Name.....
Address.....
City.....Zone....State.....

More Data No., Bowman Boat 180

NUMBERED AND UNDOCUMENTED VESSELS

The table below gives the cumulative total of undocumented vessels numbered under the provisions of the act of June 7, 1918, as amended (46 U. S. C. 288), in each Coast Guard district by customs ports for the quarter ending 30 September 1956. Generally speaking, undocumented vessels are those machinery-propelled vessels of less than 5 net tons engaged in trade which by reason of tonnage are exempt from documentation. They also include all other vessels propelled in whole or in part by machinery which have not been issued marine documents by the customs, owned in the United States and found on the navigable waters thereof.

Coast Guard District	Customs Port	Total
1 (Boston)	(4) Boston	15,649
	(1) Portland, Maine	9,281
	(2) St. Albans	942
	(5) Providence	4,628
	Total	30,500
2 (St. Louis)	(45) St. Louis	10,913
	(12) Pittsburgh	2,394
	(34) Pembina	129
	(35) Minneapolis	2,588
	(40) Indianapolis	5,571
	(42) Louisville	2,959
	(43) Memphis (part)	5,742
	(46) Omaha (part)	350
	(47) Denver	31
	Total	30,677
3 (New York)	(10) New York	49,180
	(6) Bridgeport	9,650
	(11) Philadelphia	20,850
	Total	79,680
5 (Norfolk)	(14) Norfolk	16,411
	(13) Baltimore	23,659
	(15) Wilmington, N. C.	8,458
	Total	48,528
7 (Miami)	(18) Tampa (part)	24,740
	(16) Charleston	1,513
	(17) Savannah	2,342
	(49) San Juan	440
	(51) St. Thomas	110
	Total	29,165
8 (New Orleans)	(20) New Orleans	21,316
	(18) Tampa (part)	563
	(19) Mobile	8,218
	(21) Port Arthur	4,534
	(22) Galveston	9,418
	(23) Laredo	1,604
	(24) El Paso	20
	(43) Memphis (part)	65
	Total	45,768
9 (Cleveland)	(41) Cleveland	10,035
	(7) Ogdensburg	2,806
	(8) Rochester	5,860
	(9) Buffalo	4,256
	(36) Duluth	2,663
	(37) Milwaukee	4,035
	(38) Detroit	21,973
	(39) Chicago	8,589
	Total	60,217
11 (Long Beach)	(27) Los Angeles	12,820
	(25) San Diego	2,336
	(26) Nogales	144
	Total	15,300
12 (San Francisco)	(28) San Francisco	11,598
13 (Seattle)	(30) Seattle	20,910
	(29) Portland, Oreg.	8,832
	(33) Great Falls	612
	Total	30,354
14 (Honolulu)	(32) Honolulu	3,022
17 (Juneau)	(31) Juneau	8,006
	Grand total	396,415

December 1956

GRAYMARINE

GASOLINE ENGINES

Wide-Range-Models—Used in runabout, cruiser, auxiliary and workboat installations. Both high and low speed models are listed here, with water-heated intake manifolding on the big high-output "sixes" providing excellent performance at continuous low speeds:

	Cyls.	HP	RPM	Displ.
Sea Scout 91	4	25	2000	91
Four—45	4	45	3600	91
Four—112	4	31	2200	112
Model 620	4	60	3200	140
Four—162	4	42	1800	162
Model 70	4	70	3400	162
Four—75	4	75	3600	162
Fireball 4—90	4	90	4000	162
Model 100	6	100	3400	226
Model 110	6	110	3600	226
Six—112	6	115	3600	226
Model 120	6	120	3600	244
New Model 136	6	136	3600	244
Model 150	6	150	3400	330
Model 165	6	165	3400	363
Model 175	6	175	3400	363
Model 185	6	185	3400	427
Model 200	6	200	3400	427

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GRAYMARINE

DIESEL ENGINES

Graymarine Diesels are high-speed type; four cycle for fewer parts and less maintenance:

	Cyls.	HP	RPM	Displ.
Four—D129	4	25	2000	129
Four—D157	4	30	1800	157
New Four—D277	4	65	2000	277
Six—D427	6	100	2200	427
Six—D572	6	135	2200	572

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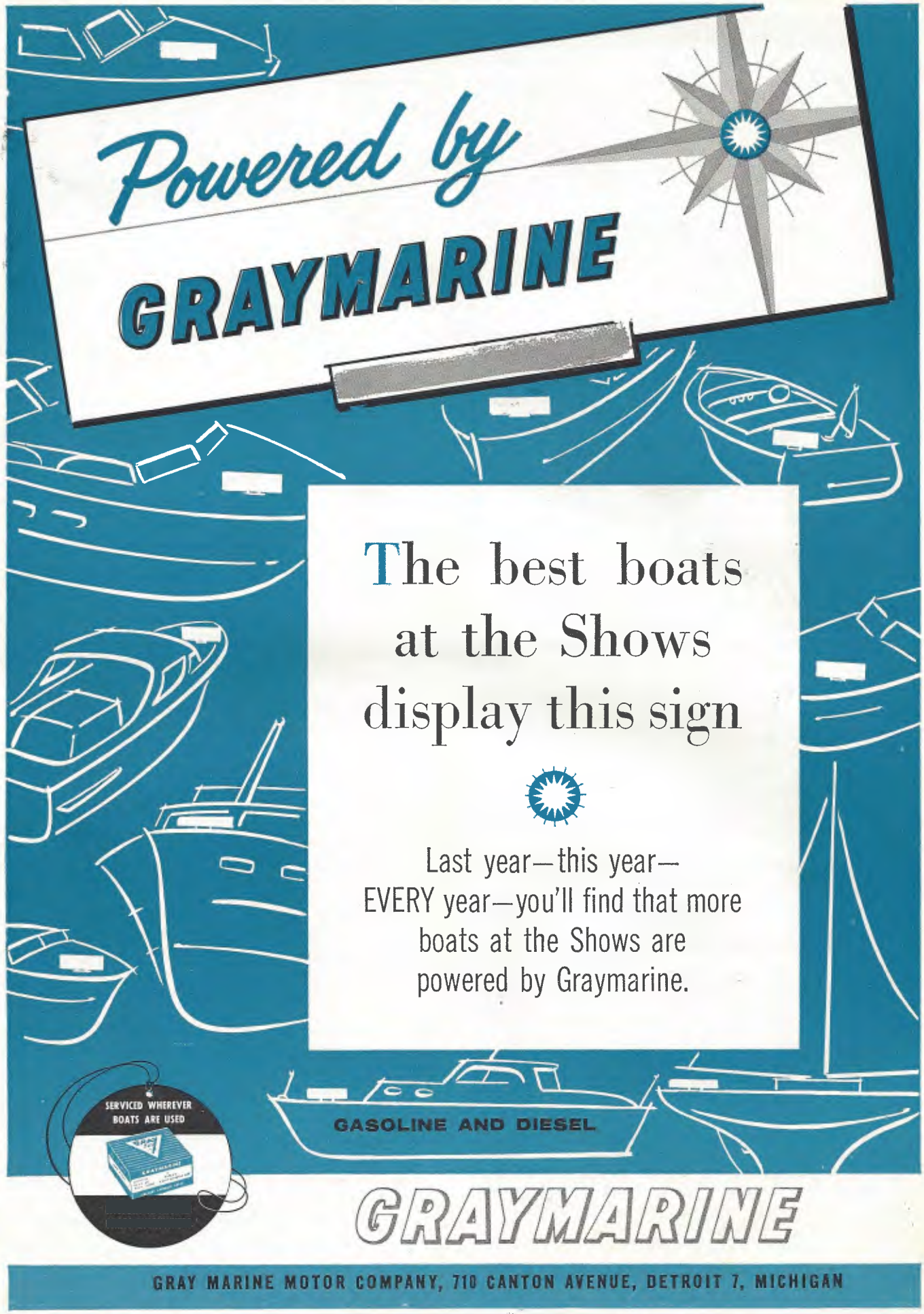
More Data No., Graymarine 181

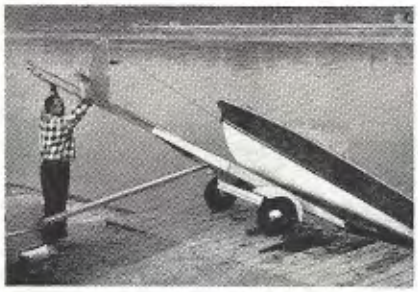


More Data No., Graymarine 181

New for '57

as close to PERFECT as can possibly be built!

High, adjustable winch stand lifts as it pulls. Winch is mounted low for easy cranking.



Here's new loading convenience! Just step down the catwalk to cable up your boat.

- "Neidhart" Patented Axle Suspension
- Self-Aligning Transom Bunks with retractable rollers
- 12" Wheels
- "U"-Beam Frame
- 6 Adjustable Rollers for easy loading
- Wide, Modern Mud Guards

Write for brochure and prices.

Speedway TRAILERS

SPEEDWAY TRAILERS *Division of Dunphy Boat Corp.*
738 Broad Street, Oshkosh, Wisconsin

New Kit For Removing Scratches in Glass Available Through Bristol Sales Company

A NEWLY DEVELOPED SCRATCH removing kit for windshields is now being marketed through the Bristol Sales & Mfg. Co. of Bridgewater, Mass. The kit, called the Glaskit, includes everything necessary for removing scratches and "sleeks" in just a matter of five minutes by following four simple steps, relates the company.

Complete scratch remover kit for windshields available at low cost.

Included in the kit is a polishing wheel of finest quality felt, mandrel, a tube of special polishing compound, marking pencil and cellouse sponge. By marking the spot or scratch with the pencil and applying the thoroughly saturated polishing wheel which has been attached to a drill, the flaw can be quickly removed.

Further information on the Glaskit and a descriptive catalogue sheet can be obtained from the Bristol Sales Co.

For More Information Write No. 984 on "More Data Card"

American Brass Co. Will Exhibit At January's New York Motor Boat Show

THE NATIONAL MOTOR BOAT SHOW in New York City's Coliseum will provide a background for American Brass Co.'s exhibit. One highlight of the firm's exhibit, which will be shown in space C-179 on the third floor, is Tobin Bronze propeller shafting.

This alloy was especially developed for salt water service. It is reported that Tobin Bronze was installed in the first naphtha launch as long ago as 1885. Today, it is still a popular alloy.

According to the company, this alloy has been used continuously and in increasing quantities for marine propeller shafting. A 700 lb. Tobin Bronze shaft, keyed and filleted according to the latest SAE standard marine propeller shaft end dimensions will also be displayed.

Tobin Bronze and Tempaloy — aluminum-bronze — shafts in graduated diameter sizes will be shown. Tempaloy is another Anaconda shafting alloy said to combine great strength and toughness with high resistance to shock. It is used for high speed or heavy duty work which requires maximum shaft strength and toughness with comparatively light weight.

Everdur, the copper-silicon alloy group, will be exhibited in the form of deck and hull fastenings, mast, spar and deck fittings, turnbuckles and other forms of marine hardware where strength and corrosion resistance are required properties. There will also be a welded Everdur fuel tank, custom built to fit into the hull of a boat.

For More Information Write No. 985 on "More Data Card"

More Data No., Speedway 182

New for '57

Boat materials of different kinds will come and go . . . but *mahogany* will go on forever. Because nothing compares with mahogany. For beauty, quietness, visible quality, and pride of ownership, no outboard gives as much enduring satisfaction as Dunphy all-mahogany Molded Plywood. The new '57 models are smarter-looking than ever — and built stronger to handle the larger motors. Write for new Dunphy catalog, just off the press.

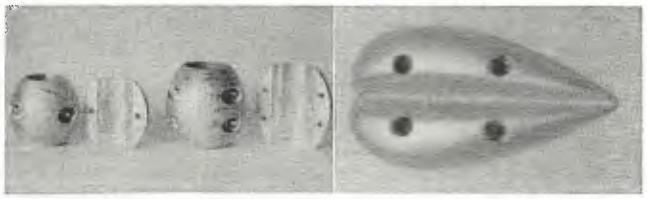
DUNPHY BOAT CORP.
736 Broad St., Oshkosh, Wis.

7-PLY
ALL-MAHOGANY
MOLDED PLYWOOD CONSTRUCTION
by Dunphy
AMERICA'S FINEST OUTBOARDS

New Snug-Fit Electrolysis Collars Said To Eliminate Frictional Drag

A NEW CONCEPT in electrolysis preventives has been perfected by Snug-Fit Marine Products of Miami, Fla. Streamlined in design and with good balance, the Snug-Fit is an electrolysis collar designed to eliminate frictional drag. This also eliminates shaft vibration and retards electrolytic action and pitting of underwater fittings, according to Snug-Fit.

Die-cast from pure zinc, the Snug-Fit collar can be easily installed by any boat owner. The self-locating dowels and the hex-countersinking for the nuts make it virtually impossible to install it improperly.



On left in picture are Snug-Fit's new electrolysis collars. On the right is shown firm's streamlined zinc pads for installation on struts or rudders.

Snug-Fit collars are available in eleven shaft sizes ranging from ¾″ to 3″ inclusive. Also available are two sizes of streamlined zinc pads, 1½ lbs. and 4 lbs., for installation on struts and rudders. These pads are so designed that they can be divided into two equal parts if a smaller pad is required.

Snug-Fit collars and pads are made from activated zinc. With more than twice the usual ionizing potential, they give positive protection against bronze deterioration due to electrolysis, says Snug-Fit.

The units are sold by local marine hardware dealers. Write Snug-Fit Marine Products, for complete information. Free literature is available upon request.

For More Information Write No. 986 on "More Data Card"

1957 Sea Dart Hardware Line Features Tear-Drop Skene Chock

MAKING ITS BOW as part of the 1957 line of marine hardware being introduced this year by Sea Dart, Inc. of Portland, Ore. will be a Tear-drop skene chock.

Its manufacturers say that its base gives it a streamlined look and imparts a feeling of speed to the unit. A slight center ridge on the base prevents the rope from scraping the deck. As with all other Sea Dart fittings, these skene chocks are highly polished before plating, then triple plated to provide a lasting chrome finish.

These are new tear-drop skene chocks by Sea Dart.

Matching these skene chocks is a new deck-type ski-tow chock. It anchors securely on the deck to provide a safe, streamlined and easily accessible place to hitch the tow rope, thus eliminating the need to bore holes in the transom. Other pieces in the same design are a closed chock, open stern chock, and a streamlined step plate.

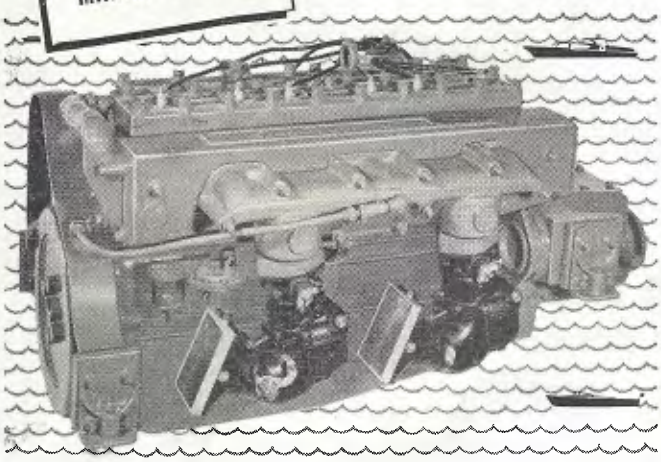
Completing the Sea Dart line are bow handles, bow eyes, lifting handles, cleats, flag holders and clamps.

For More Information Write No. 987 on "More Data Card"

More Data No., Dunphy 183

CHRIS-CRAFT MARINE ENGINES FOR 1957

WORLD'S BEST BUYS IN MARINE ENGINES



Model MCL, 175 hp

Horsepower for horsepower, you can't buy better marine engines than dependable, smooth-performing Chris-Craft. They are the ultimate in marine-engine quality and stamina; give long life at low upkeep cost; and are packed with features. Compactly designed, they install easily into the smallest spaces!

Choose from a complete range of popular horsepower ratings at low prices!

Model	H.P.	Drive	Price*	Model	H.P.	Drive	Price*
A	60	Direct	$ 699.00	MS	130	1½:1 Red	$1730.00
B	60	Direct	840.00	MR	130	2:1 Red	1779.00
BR	60	2:1 Red	999.00	MCL	175	Direct	1893.00
BR3	60	3:1 Red	1028.00	MCLS	175	1½:1 Red	2034.00
K	95	Direct	1109.00	MCLR	175	2:1 Red	2083.00
KS	95	1½:1 Red	1308.00	WB	200	Direct	2429.00
KR	95	2:1 Red	1308.00	WBS	200	1½:1 Red	2648.00
KL	105	Direct	1278.00	WBR2	200	2:1 Red	2690.00
KLS	105	1½:1 Red	1478.00	WBR	200	2½:1 Red	2690.00
KLR	105	2:1 Red	1478.00				
KFL	131	Direct	1360.00				
M	130	Direct	1536.00				

Opposite rotation available for most models.

*Suggested list prices. See your dealer for further information. Prices, specifications and equipment subject to change without notice.

DEALERS: Valuable Chris-Craft Marine Engine franchises are available. Write for data.

Chris★Craft

MARINE ENGINE DIVISION, ALGONAC, MICH.

WORLD'S LARGEST BUILDERS OF MOTOR BOATS

CHRIS-CRAFT CORPORATION
Marine Engine Division, Algonac, Michigan
Please send more information on Chris-Craft Marine Engines.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

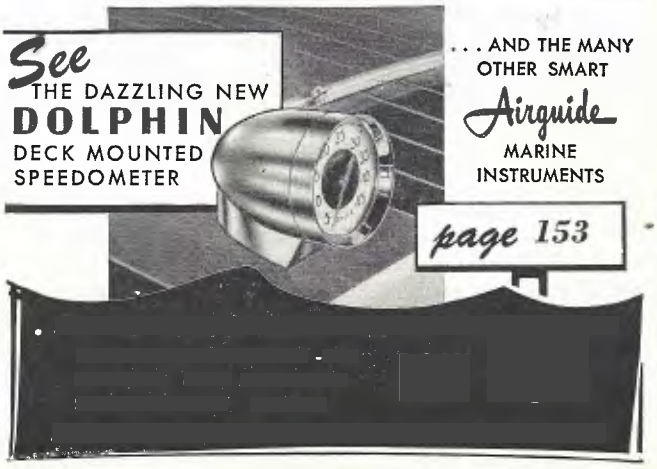
"Lucy & Ricky" Got Laughs But Cruis-Alongs Got "Oohs" And "Ahs" On "I Love Lucy" Show

LUCILLE BALL AND DESI ARNAZ shared their famous spotlight on a couple of recent "I Love Lucy" television shows (CBS-Monday, 9 pm EST). In two of the funniest sequences of the current season, the comical Lucy and Ricky Riccardo and their landlord-friends, Fred and Ethel Mertz, had a rollicking time on the Cruis-Along Express 27 and the Cruis-Along Angler 22.

Here's a scene from a recent "I Love Lucy" show in which the Riccardo's and 'little' Ricky and Fred and Ethel go after some big ones. Cruis-Along shared "star" billing with these top TV stars on a couple of shows.

Viewers of these shows found their usual kind of laugh-filled entertainment. But they also had a "preview" of M. M. Davis & Son, Inc.'s new line of craft. Part of the action was filmed at Miami, Fla. while the rest was shot out in Hollywood, Calif. Excellent running shots afforded viewers excellent opportunity to look over Cruis-Along's new line. Even while they laughed at the zany antics of the "Lucy" cast, the at-home audience must have "Ooh-d" and "ah-d" a bit at the smart styling of the '57 craft. At least, that's the opinion of the folks out at Cruis-Along—and they watched the shows.

There are other models in the line and they are considered in some detail in another section of this issue. There's the Cruis-Along Bimini 27, a new fishing cruiser; the Vacationer 22, a day boat, and the fast, clinker-built Cruis-Along Buccaneer. They're all built by Davis, down at Solomons, Md. And the folks at Davis' have been building boats for more than 80 years now.



More Data Nos., Chris-Craft Engine 184 and Airguide 71

Second New Spark Plug Added To Its Line By Champion Spark Plug Of Toledo, Ohio

A NEW TYPE SPARK PLUG suitable for outboard motors used in racing and on pleasure boats has just been introduced in the new line by Champion Spark Plug Company of Toledo, Ohio.

Called the K-55R, the new plug is reportedly a part of the firm's line which was introduced in 1956 beginning with the K-58R for outboard racing motors. This new line of plugs will replace older Champion plugs—the K-55R replacing R-11 and R-11S plugs and the K-58R replacing R-1 and R-2S plugs.

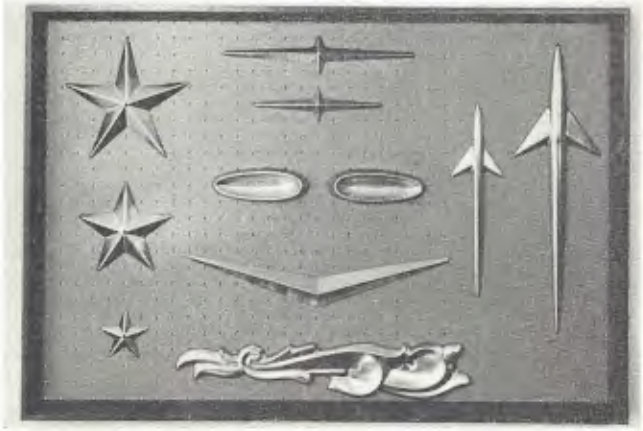
The K-55R is an 18mm with a half inch reach featuring extra-strength insulator in a stronger one-piece shell. Greater clearance volume is incorporated into the firing end for a broader operating range, Champion explains, and it has been engineered with excellent anti-fouling characteristics for its heat range. A new Powerfire electrode has been used in the plug providing longer life and improved performance, say its designers.

The manufacturer recommends the use of the 4-Commercial plug in place of the discontinued R-3. Of identical heat range, the automotive gap has proven superior to the racing-type gap in the particular service for which the plug is used, according to Champion engineers.

For More Information Write No. 988 on "More Data Card"

Plastic Bow Ornaments By Cadillac Plastic Have Appearance, Wearability Of Fine Metal

PLASTIC BOW ORNAMENTS that are hardly distinguishable from bronze or chrome are currently being introduced by the Cadillac Plastic Co. of St. Louis, Mo. Easily affixed to wood, metal or fiberglas hulls, the ornaments offer outstanding wearing quality.



Wide line of ornaments is available in gold or silver tones. They are easily affixed to wood, fiberglas or metal hulls.

These ornaments are formed of the same plastic material as that used in the bow ornament on this year's Futura sports cruiser by Chris-Craft. Available in gold or silver tones, the emblems have color and luster that penetrates to any depth, giving the emblem the same color even if deeply marred. It will maintain the same color even after long periods of use, reveals the manufacturer.

Formed of a Cadco pearlescent cast acrylic sheet similar to Plexiglas or Lucite. The ornaments are available in varied sizes in such standard designs as stars, "V", Flying fish, bar pins, oval scroll, etc. Special designs are also available to meet the specifications of custom orders.

For More Information Write No. 999 on "More Data Card"

BERNARD *Plastic* NUMBERS (and letters, too) can add up to a BIG PROFIT *for you!*

Discounts up to 60%!

888 Pieces in Counter Display Carton . . . Contains 24 of each number, letter and dashes . . . Brass Fasteners Included.

Yes, Bernard Plastic means Numbers that that add to your sales and Letters that spell more profits for you!
Right now is the time to order your Bernard 3-dimensional boat letters and numbers for the busy season just ahead.

- **COAST GUARD APPROVED**
- **WATERPROOF—WEATHERPROOF**
  Face color not affected by water.
- **GENTLY FLEXIBLE TO FIT HULL**
  Easily attached to any boat.
- **2-COLOR COMBINATIONS**
  Standard carton contains choice of black face with yellow bevel or white face with red bevel. (May be packed half black face and half white face if preferred).

And **BERNARD'S *NEW 5" LETTER***
Roman style, gold face with black bevel.
Designed especially for the cruiser trade.

Write Direct for Samples and Prices

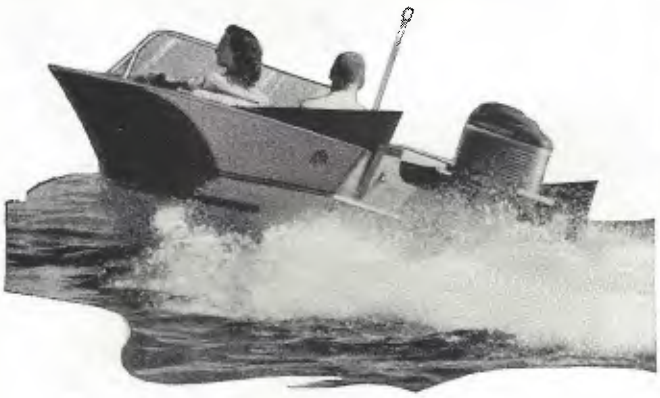
Makers of BERNARD All-Weather Plastic Nameplates and Emblems for Leading Boat Builders.

More Data No., Bernard Engraving 185

Dazzling new color, styling and performance puts American

WAY AHEAD

in value for 1957!



See these molded plywood beauties at

BOOTH #915

Chicago National Boat Show

The 1957 American line is WAY AHEAD in everything you want in a boat. They have the look of luxury in every detail. Their low, low price includes, in most models, everything but the motor of your choice . . . windshield, steering rig, lights, hardware and accessories installed. Available in runabout models from 13 to 16 feet, every American molded plywood outboard boat can be delivered in "ready for the motor" condition. Retail prices run from $525.00 to $995.00. See them at your dealers or at the Boat Show . . . but see American before you buy any boat in 1957.

American

BOATS ARE PRODUCTS OF
NORTH AMERICAN MARINE
DEPT. BI-1
Division of Luther Corporation, Warsaw, Indiana, U. S. A.

More Data No., North American Marine 186

Dakoline Sales Manager Mark Introduces Five New Products

HAVING ACQUIRED ADDITIONAL production space and expanded its dealer organization into 18 states, the Dakoline Chemical Co., Inc., of Brooklyn, makes known the growth by five of its line of Ship Ahoy and Aquatex marine chemicals.

The five new products, according to Sales Manager Harry M. Mark, are: Sail Soap, said to be non-injurious to all sail fabrics; Aquatex crystal cleaner, which also will clean Aquatex feeders; Ship Ahoy Barfair 77 sail preservative, a safeguard against rot and mildew; Ship Ahoy non-inflammable paint and varnish remover, which effuses no offensive odor, and Ship Ahoy aluminum polish, manufactured according to military specifications MIL-P-6888.

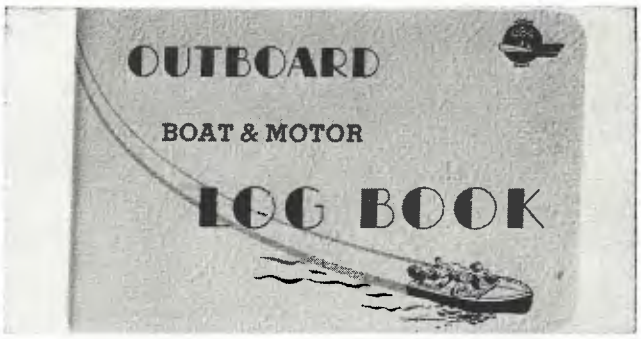
One of the not-so-new Ship Ahoy chemicals Mark recommends to those boat operators who have not yet tried it is spirit fuel, free from carbon because of the fact that it is not a denatured alcohol and therefore contains no water.

For More Information Write No. 990 on "More Data Card"

Latest Edition Of Blue Book And Guide Are Valuable Aid To Boaters And Dealers

WITH THE PURPOSE in mind of aiding the marine dealer in his traffic of used outboard motors, the Abos Publishing Co. of South Bend, Ind. has compiled and edited a handy reference guide book which it calls the Blue Book.

Many manufacturers and their products were studied across the country in order for editor, Clarence Buggs, to compile a complete and accurate listing of the trade-in values of all motors from 1942 through 1956.



Outboard Log Book provides columns for complete recording of cruising in total hours and running time, speeds and even space for the recording of special events.

Complete data, model specifications, serial numbers, spark plug specifications, bore and stroke and horsepower are fully listed in the Blue Book which is the publisher's eighth edition. The listing has grown each year until the latest edition contains almost two-thirds more material than any previous edition, according to Abos.

Along with the Blue Book, the publisher now has an Outboard Log Book which was only recently made available to the boating public. With this edition boaters can keep a running record of the number of hours running time on their motor and under what conditions it was used, etc. When turned in to the dealer in trading for a new one, it gives him most valuable information concerning the motor's use, says the publisher.

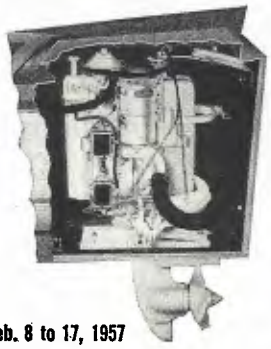
Either one or both of these books are available for immediate delivery and can be obtained by contacting the Abos Publishing Co.

For More Information Write No. 991 on "More Data Card"

AMERICAN STYLING Smart, sleek, modern in every respect...the American V.I.P. is a 16-foot walk-thru deck runabout with that "sixty per" look. From the tips of the spray cutting clipper bow to her rakish stern fins, here is an entirely new concept in luxury and performance afloat. Here is the look of luxury and custom quality at a low stock model price. Seats 6 on colorful two tone Naugahyde upholstery.

UNBELIEVABLE ECONOMY From the very beginning American costs you less. Less to buy, less to own, less to run. Retail prices start at $1995.00 complete with the 35 H.P. engine. Windshield, steering rig, lights, accessories, etc. included. And the new Fageol 4-cylinder vertically mounted engine offers high torque inboard performance at lowest operating cost. Save up to 50% on fuel . . . increases your cruising range.

DAZZLING PERFORMANCE The American V.I.P. offers the ride of your life. This new concept of inboard power and outboard maneuverability provides many unique advantages. Unbelievable "turnability" with the engine mounted in the bottom of the hull which acts as a gyroscopic stabilizer to provide a safer, smoother ride at all speeds. See one, ride in one . . . and you'll own one . . . the all-new custom quality American V.I.P.



Fabulous Fageol
***VERTICAL INBOARD POWER in 35 or 45 H.P.**

Advanced design features, plus 9:1 compression gives the Fageol V.I.P. engine the highest power to weight ratio ever! Efficient, dependable, economical. A 4-cylinder in line engine powers the outboard propellor unit which completely eliminates need for rudder.

. . . provides real power steering!

NORTH AMERICAN MARINE
Dept. BI-1
Division of Luther Corporation
Warsaw, Indiana, U.S.A.

See the V.I.P. at Booth #915 Chicago National Boat Show, Feb. 8 to 17, 1957

New Prints Keynote Safeguard's 1957 Line Of New Approved Buoyant Vests And Cushions

NEW STYLES and bright colors keynote Safeguard Corp.'s new line of life preserver vests and cushions.

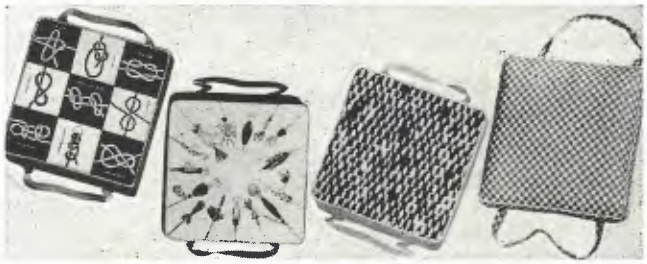
The Cincinnati, Ohio manufacturer added the prints to its 1957 line as a result of favorable reaction to similar designs inaugurated by the firm last season.

Included in the gay assortment are colorful stripes, checks, and geometric patterns. There are miniature soldier and pointed star patterns. These are available on buoyant vests in Safeguard's line. New cushions feature patterns of knots, fishing lures, semaphore signals and leatherettes that are printed in checks and tweeds.

This USCG approved buoyant vest comes in solid orange or green and assorted marine prints.

A highlight of the 1957 line is a new U. S. Coast Guard approved buoyant vest in an attractive, highly-visible red and blue geometric star pattern on fast-dyed cotton cloth. This vest has heavy adjustable underarm and body straps with a tie tape at the neck. It contains Java kapok sealed in water-tight vinyl inserts. In addition to red and blue, the vest is available in either solid orange or green and in a variety of other marine prints. It's made in three sizes—for the adult weighing more than 90 lbs., for the medium child weighing 45-90 lbs. and for the small child weighing 50 lbs. or less.

Another new Safeguard item is the 1957 Wata-Belt. This belt-like life preserver is designed for water sports enthusiasts, especially water skiers. It is available in three adult sizes. Wata-Vests' construction is of fast-dyed heavy cotton cloth, filled with expanded vinyl plastic that Safeguard says is "very buoyant."



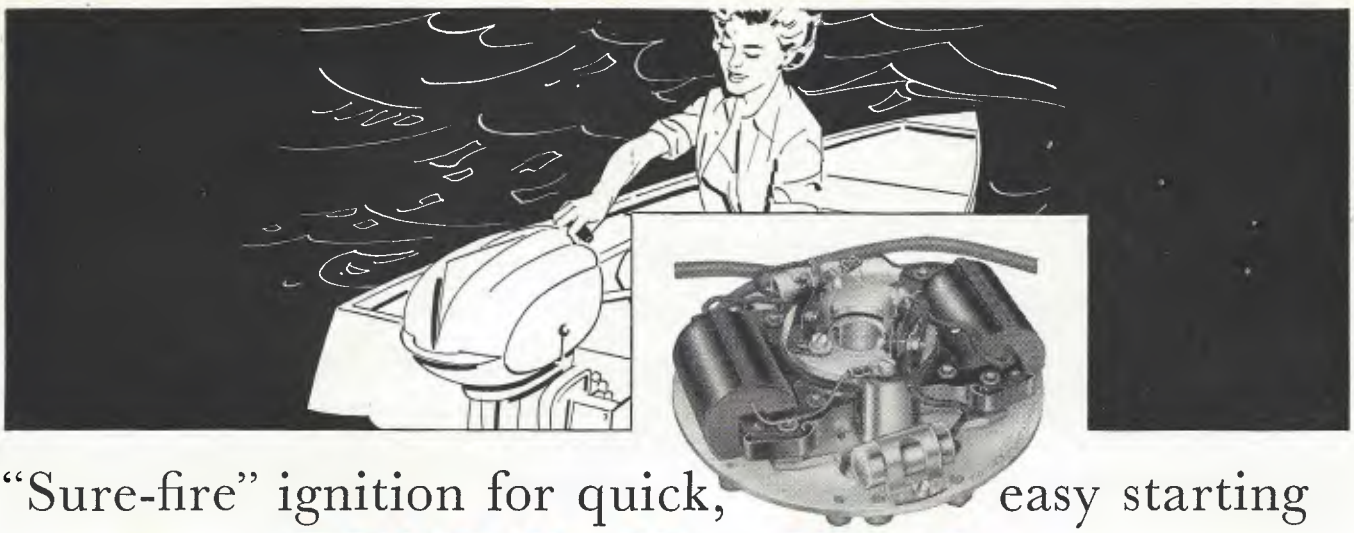
New prints and brilliant colors highlight Safeguard's new life preserver cushions. Shown above, from left to right are 1957 models —No. 111, red, blue or black checked; No. 112, black and white or brown and gold tweed; No. 110, red or yellow knot design, and a second No. 110, featuring a fish lure design on blue.

There are five new U. S. Coast Guard approved cushions in Safeguard's 1957 expanded line. Model 110 is taffeta grain, vinyl film-covered in knot design, yellow semaphore design on green or fish lure design on blue. The marine design cushions are filled with kapok, sealed in four separate waterproof vinyl inserts. Matching perforated gussets and loop handles and white plastic welting trim the 15" x 15" x 2" cushions.

The new printed leatherette cushions, style No. 111 and 112, are covered with leatherette in printed checkerboard pattern on tweed, respectively. They are covered with waterproof vinyl coated fabric. The checked cushions are available in red, blue or black, the tweed in black and white and brown and gold. They are filled with kapok sealed in four separate vinyl inserts and have U. S. Coast Guard approval. They are the same size as model 110.

Other Safeguard equipment includes personalized cushions and Fireman's cushions, as well as special sized boat seat cushions. There are several kinds of approved and non-approved vests, water-ski vests,

More Data No., North American Marine Luther 187



"Sure-fire" ignition for quick, easy starting

BENDIX MAGNETOS

There is probably no phase of outboard motor performance more important than quick, easy starting under all types of conditions.

Bendix* "sure-fire" ignition always provides the positive spark for "single-pull" starting. That's why outboard motors with Bendix Magnetos sell more readily and give greater customer satisfaction.

Whether you build, buy or sell outboard motors, it will pay you to do what so many leading engine builders are doing—specify Bendix—the most trusted name in ignition for your outboard requirements.

*TRADE MARK

SCINTILLA DIVISION of Bendix AVIATION CORPORATION
SIDNEY, NEW YORK

children's swim vests and racing vests. An outboard motor cover in various sizes to fit most motors and boat fenders, either kapok or shredded vinyl foam-filled, are other items in Safeguard's 1957 line.

For More Information Write No. 992 on "More Data Card"

"Safety First And Lasting Pleasure —" That's Inco's '57 Motor Boat Show Theme

SEAGOIN' MONEL SHAFTS, tanks, fastenings and accessories will be featured at the International Nickel Co.'s display at the Motor Boat Show in New York City's Coliseum this month. The Inco exhibit will be featured in booths C-118 and C-121.

One special feature of the display will be a cutaway of the aft end of a Jersey Skiff inboard power boat showing the correct installation of the fuel system according to the Nation Fire Protection Assn. and the Yacht Safety Bureau. This is an Inco public service showing the proper method of installing the fuel system to prevent danger of fire or explosion, according to the company's Nickel information service.

Inco representatives will point to certain Seagoin' advantages of Monel; they will also demonstrate and illustrate these advantages. Among equipment that will be included are Monel fuel and water tanks, fastenings, anchors, stoves, heat exchangers, rudders and mooring pennants.

Monel-nickel copper alloy propeller shafts which have been specified equipment in award-winning racing boats will be shown in various diameters. Monel has been chosen, according to Inco, as a boating metal because of its strength, its stiffness and resistance to marine corrosion.

During the course of the exhibition, members of Inco's sales and corrosion engineering technical staffs will be on hand to answer questions on marine metal problems, boat equipment and maintenance.

For More Information Write No. 993 on "More Data Card"

Madison Marine Co. Of Brainerd, Minn. Presents Boat Hoist, Outboard Hitch

INCLUDED IN THE 1957 line of products manufactured by the Madison Marine Co. of Brainerd, Minn., is an easily-installed "Big Wheel" boat hoist and seven models of an outboard motor towing bracket which the company says is already being used by more than 50,000 skiers across the land.

Even a child can operate the 48″ operating wheel which controls the lowering, lifting, or locking in place of boats up to 1,000 pounds, Madison Marine contends. Constructed entirely of metal, the dockside hoist is said to be adaptable to depths of 4′ or less . . . with optional longer legs, even greater depths.

To protect the hoisted craft, the Brainerd concern markets top brackets which can be used in connection with just a 10′ by 18′ canvas and three pieces of lumber.

Rust- and corrosion-proof, the outboard hitch is said to do away with leaky seams and loose transoms caused by towing strain and to deliver a correct "centered" pull without affecting the steering or motor. Company spokesmen proudly reveal that the principle of the Madison hitch has been endorsed or adapted by leading manufacturers of outboard motors.

Secured by two rust-proof bolts, the two piece all-metal bracket is produced in these models: No. 25 for 25-hp Evinrudes and Johnsons in the 1951-54 categories; Model 255 for '55-'57 Evinrudes, Johnsons, and Sea Kings in the larger horsepower classes, and '56 and '57 Sea Kings, Buccaneers, Royals, and Sea Bees with 12-hp ratings; No. 15 for the same 12-hp quartet above and for the three most recent 10-, 15-, and 18-hp Johnsons and Evinrudes; the M-5, for the top-power Mercury of 1955-57; the M-3, for the '56 and '57 Mark 25 and Mark 30 of the Mercury line; the M-2 for the 1955 Mercury Mark 25, and the Model 50 for the Mark 50 of all years.

For More Information Write No. 994 on "More Data Card"

More Data No., Bendix Scintilla 188

Presenting LITTLE LUBE®

The HANDY Hand Grease Gun

Packed in an attractive 2-layer six-gun carton—suitable for window, counter or wall display.

... that boat owners have been waiting for

LITTLE LUBE with its adapters will keep marine engines and equipment in top condition. It holds an ample supply of grease and tucks away in the smallest tool compartments.

... also handy tool for
Boat Trailers • Motor Scooters • Lawn Mowers

DISTRIBUTORSHIPS AVAILABLE

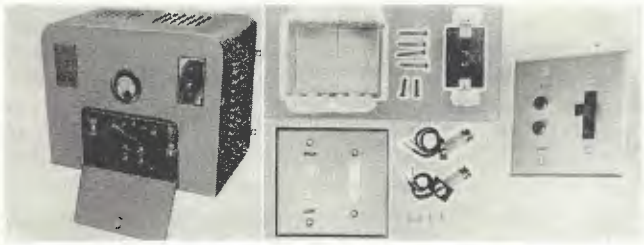
UNIVERSAL

705 Allegheny Ave., Oakmont, Pa.

Dresser Electric Introduces New Kit For Remote Control From The Cabin

DRESSER ELECTRIC CO. is introducing its newest Marine Rectifier line item. The new kit for remote control from the cabin will be ready in time, says Dresser, for the Chicago boat show.

This added feature on the Marine Rectifier line, made by the Detroit, Mich. firm, is said to eliminate crawling into the engine room to obtain Hi and Lo charges in the charging rate of the unit for batteries when the boat is left unattended for a period of time preventing boiling and drying of the battery solution. The assembly, shown here, consists of a beautiful high lustre, chrome switch plate with its two indicating neon red lights for Hi and Lo, a switch box, switch and cover plate.



Dresser Electric's new marine rectifier kit for remote control from the cabin includes everything but wiring.

The kit comes complete with installation instructions and everything but the wire to connect the unit as the illustration shows. In the outboard and utility line, the new units in the 12 volt series will be equipped with circuit breakers in place of fuses for re-setting in case of overload or reversed polarity.

The new 6 and 12 volt combination charger is designed for small craft in the cruising or runabout classes where single batteries of 6 or 12 volt do universal duty for starting, lights and bilge pump. These are developed to furnish 12 amps on high and 5 amps on medium and a trickle charge on 6 volts, or 8 amps on high, 4 amps on medium and a trickle charge on 12 volts.

The units will be attractively packaged so that they can be installed in cabin or other available protected space above decks where it can conveniently be seen at all times for regulation.

Dresser chargers are said to be made of high quality material, selenium type using heavy-duty transformers and heavily coated for long service. The chargers are said to be tough and weather and acid proof. There's literature available on the Dresser line.

For More Information Write No. 995 on "More Data Card"

North & Judd Vice President Retires; Wilcox-Crittenden Gen. Mgr. Fills Spot

FREDERICK L. MORROW, President of North & Judd Mfg. Co., New Britain, Conn., announces two changes in the organization of the company's Wilcox-Crittenden Division, Middletown, Connecticut.

Phelps Ingersoll, vice president of North & Judd and general manager of Wilcox-Crittenden Division, has retired after 29 years' association with the Wilcox-Crittenden organization.

John A. Morris, general sales manager of Wilcox-Crittenden has been named vice president of North & Judd Mfg. Co., the parent company. He will continue to be responsible for Wilcox-Crittenden sales policies and operations.

More Data No., Universal Lubricating 189

What You Want—When You Want It

The fine nationally advertised Marine products your customers demand—get them from Durkee, the leading supplier for more than sixty years. Look at the list of manufacturers who advertise in Boating Industry. Their products and hundreds more are ready for you at Durkee's. For speed and dependability rely on Durkee. Try us on your next order and meanwhile send for our new catalog—please use your letterhead. Free to recognized marine dealers—others $1.50.

Airguide Instrument Company
Airoiler Company, The
Albina Engine & Machine Works
Airoy Process Corp.
Aluminum Marine Hardware Company
American Bosch Div., American Bosch Arma Corp.
American Chain & Cable Company
Aqua Products Div., Ketcham & McDougall, Inc.
Arnolt Motor Div., Arnolt Corp.
Atlantic-Pacific Manufacturing Corp.

Baltimore Copper Paint Company
Behr-Manning Co.
Beryllium Corp., The
Borden Company, The (Chemical Division)
Boston & Lockport Block Co.
Bremer, H. E. Mfg. Co.
Brinktun Inc.

Cahir Brush Company
Calahan, H. A. Inc.
Champion Spark Plug Company
Chelsea Clock Co.
Chemical Products Co.
Cole-Hersee Company
Columbian Bronze
Cordo Chemical Corp.
Cronstrems Mfg. Co.
Crowell Designs, Inc.

Danforth Anchors
Dettra Flag Co. Inc.
Dinsmore Instrument Company
Dolphin Paint & Varnish Company
Du Pont, E. I. De Nemours & Co.
Dwyer, F. W. Co.

Ferdinand, L. W. & Co.
Fiske Bros. Refining Co. (Lubriplate Div.)

Garelick Manufacturing Company
Goodrich, B. F. Co.
Griffith Rubber Mills
Gross Mechanical Labs.

Hackensack Cable Corp.
Hamilton Metal Products Co.
Homestrand, Inc.

Ideal Windlass Co.
International Paint Company

Jabsco Pump Company
Jenkins & Frey
Johnson-Williams Company

Ketcham & McDougall, Inc.
Kilgore, Inc.
Kuhls, H. B. Fred

Lily-Tulip Cup Corporation
Longport Marine Company
Lumex Inc.

Marine Products, Inc.
Marmac Products
Maxim Silencer Co., The
McKay Company, The
Merriman Bros. Inc.
Metallic Coatings Corp. (Coperoyd)
Minnesota Mining & Mfg. Corp.
Morse Instrument Company

Northill Co., Inc.

Olson Company

Perkins Marine Lamp & Hdwe. Corp.
Permatex Company Inc.
Peters & Russell, Inc.
Portable Light Co., The
Pyrene C-O Two Co.

Rockford Screw Products Company
Ross Gear & Tool Company

Savage Marine Company
Scott Port-A-Fold Seat Company
Socony-Mobil Oil Co., Marine Sales Dept.
Sparton Div., Sparks-Withington Co.
Standard Products Co., The
Starrett, L. S. Co., The
Stay-Tite Products Company
Stewart-Warner Corp.
Sudbury Laboratory
Sutton Manufacturing Corp.

Tarr & Wenson Ltd.
Taylor, Nelson A. Co. Inc.
Tee Nee Trailer Company
Telescope Folding Furniture Co. Inc.
Tempo Products Company

U. S. Plywood Corp.
Unity Manufacturing Co.

Valspar-Smith (Marine Div.)

Webb Products Company
Westwill Company
White, Wilfrid O. & Sons, Inc.
Whitlock Cordage Co.
Wilcox-Critterden Div. North & Judd Mfg. Co.
Williams, J. H. Co.
Woolsey, C. A. Paint & Color Co. Inc.
Worthington Products

THE DURKEE COMPANY, INC.

Marine Hardware, Shipyard and Steamship Supplies

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Visit us at Booths C1-2-3-4 New York Motor Boat Show

More Data No., Durkee 190

Two Recent Appointments At Twin Disc Co. Involve R. A. Harmon And Paul J. Demet

TWO APPOINTMENTS in the general sales department of the Twin Disc Clutch Co. of Racine, Wis. were recently announced by vice president of sales, N. F. Adamson.

R. A. Harmon (left)
Paul J. Demet (right)

These involved R. A. Harmon who is now district sales manager, having moved to this position from that of district sales supervisor. Harmon joined Twin Disc more than eight years ago and has served as field representative, eastern district sales engineer and dealer sales manager.

The second was the appointment of Paul J. Demet as dealer sales supervisor. In this new position Demet will be responsible for promoting product sales through authorized dealers, establishing new dealers in North America and U. S. possessions, training dealer personnel, the scheduling of warehouse stock and processing of dealer orders. Following his graduation from the University of Wisconsin as a mechanical engineer he became affiliated with Twin Disc in 1940, serving in the Rockford, Ill. division and at the firm's Cleveland, Ohio offices.

Sperry Gyroscope Appoints A New Supervisor Of Public Information

KEN BRIGHAM, former public relations supervisor for Philco's government & industrial division, has been appointed supervisor of public information for Sperry Gyroscope's marine, air and surface systems, according to Carlyle H. Jones, advertising and public information director.

Prior to joining Sperry, Brigham was responsible for Philco's government & industrial, research, and transistor divisions' press relations. From 1953 to 1955, he handled press information for Bell Telephone Laboratories in New York City, Murray Hill and Whippany, N. J., and acted as Bell Laboratories' liaison with the technical and trade press.

A graduate of American International College, Springfield, Mass. with a B.A. degree in Psychology, he has done graduate work at Boston University, Springfield, and Hillyer (Conn.) colleges.

As a Sperry Gyroscope public information supervisor, Brigham will be concerned with the promotion of such Sperry products as Gyrofin Ship Stablizer, marine radar and compass systems. He also will be concerned with advanced air and surface weapons systems developed by Sperry for the Armed Forces.

Tempo Products Offers An Expanded Line Of Instant Spray Finishes For This Season

TEMPO INSTANT SPRAY is designed to enable motor, and trailer owners to maintain the appearance of their accessories and equipment. With this product boaters can keep them touched up and painted like new. By keeping the equipment painted, it also prevents costly repairs due to rust and corrosion. Tempo spray is a product of Tempo Products Co. of Cleveland, Ohio. Tempo Instant Spray is easy to merchandise and sell from the floor display stand provided by the manufacturer, says Tempo, and the colors are easy to identify, not only by name, but by each protective cover cap that is painted with the color of the paint in the can.

During its three years in the marine field furnishing specification factory-approved aerosol spray paint the Tempo line has been expanded until it now includes over 70 lacquer, enamel, primer, varnish, ignition protector and specialty items.

At the left, is a display carton — one available now to dealers — with Tempo's upholstery cleaner, and at the right is the carton containing Tempo Chrome Protector. The can in the center contains Tempo spray fire extinguisher with push button action.

Tempo Instant Spray for 1957 is a veritable rainbow of colors, including the new finishes for Johnson, Evinrude, Mercury, Scott-Atwater, Gale Buccaneer, Sea King, Sea Bee, Oliver, West Bend and Elgin outboard motors. The boat trailer line includes specification factory-approved colors for Gator, Holsclaw, Little Dude, Mastercraft and Tee-Nee.

Arkansas Traveler, Blue Star and Wizard are among the many boat manufacturers that have selected colors for touch-up use from the Tempo Instant Spray automotive colors, which also include factory standards for Chevrolet, Ford, Plymouth, Buick and Oldsmobile.

Because of reported trade acceptance of the line, Tempo Products has added three new all-purpose specialty items to help dealers increase their volume.

The Fire X-Tinguisher is a new, effective "one-shot" fire fighter from Tempo. Its contents are non-toxic and composed of dry powder. It is easy to use by pressing the valve and releasing the entire contents on the fire. A handy bracket for mounting the fire extinguisher on the boat or anywhere is included with each can.

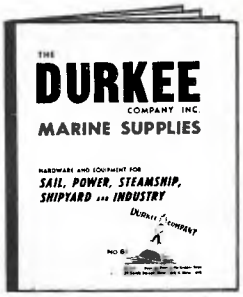
The new crystal clear Chrome Protector is guaranteed by Tempo to stop rust and corrosion and at the same time provide protection for nickel, copper, brass, aluminum, chrome and silver against rust and salt water corrosion. This new protector is easy to spray on and can easily be removed at any time with gasoline or ordinary solvents.

Marine enthusiasts will find the new upholstery, fabric and leather cleaner a handy item to have around, too. It keeps leather, vinyl and canvas clean by just spraying it on and wiping it off with a damp sponge or cloth.

For More Information Write No. 996 on "More Data Card"

What You Want—When You Want It

Dealers everywhere make Durkee their constant source of supply for everything in Marine hardware and equipment. Reason — large stocks, quality merchandise, quick deliveries. The new Durkee catalog lists more than 2500 readily salable items. It's free to recognized marine dealers — others $1.50. Write on your letterhead please.



ONE OF DURKEE'S MANY EXCLUSIVES

"WIND-SPEED"

Tells Correct Wind Velocity—Creates New Sales

INSTALLATION IS SIMPLE AND FOOLPROOF

The Dwyer Wind Speed Indicator molded in attractive gray plastic, measuring 6" x 7" is almost as much a decoration as a scientific instrument. Wind pressure on a vane-guided "Pitot Tube" registers right in the room from up to 50 ft. away. Velocities are shown in miles-per-hour and Beaufort scale up to "Hurricane" speeds. It's just as easy as reading a thermometer.

Price Complete Including 50 ft. of Tubing ..... **$19.95** LIST

THE DURKEE COMPANY, INC.

Marine Hardware, Shipyard and Steamship Supplies

29 South St. • New York 4

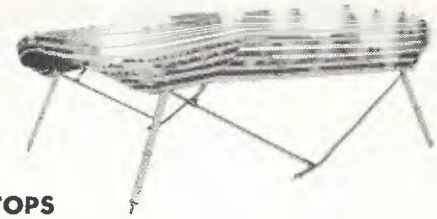
Visit us at Booths C1-2-3-4 New York Motor Boat Show

More Data No., Durkee 190

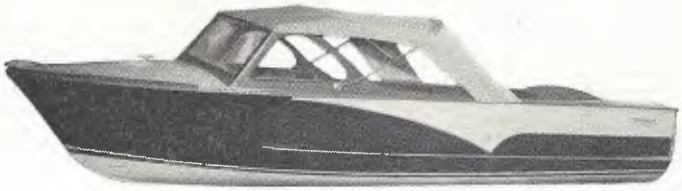
for specific make and model boats at "universal fit" prices

Custom Made and Universal Fit Boat Covers
Made of 10 oz. pre-shrunk canvas, Pearl Grey color. Featuring the full size "Hide-Away-Hood" (illustrated) and Elasti-Cord tie down system. Careful detailing, bow trimmed and re-inforced. Generous drop along sides and stern.

Each boat cover is individually packaged in this attractive, corrugated display carton. Contents are clearly labeled on end flap Stocks well . . . helps sell!



SUN TOPS
Made of pre-shrunk 10 oz. canvas on a highly polished aluminum frame. Available in different lengths and widths for most boats. Pearl Grey and striped colors in stock.



CUSTOM TAILORED CONVERTIBLE TOPS
Made with highly polished aluminum frame (no coatings to chip or peal) of pre-shrunk canvas, beautifully styled and custom-crafted to fit both wood frame and plastic windshields. Side curtains and stern curtains available on most models.

Manufacturers: We will suggest designs or build to your specifications!
Dealers—Distributors: Your inquiry invited.

10411 CAPITAL AVE. • DETROIT 37, MICH.

See us at D 103-4 N. Y. Show and 196 in Chicago Show

American Boat And Yacht Council Sets Annual Meeting Jan. 21-25

SPACE HAS BEEN SET ASIDE at the New York Coliseum during the run of the National Motor Boat Show for the various committee and executive sessions of the third annual national meeting of the American Boat and Yacht Council, Inc., Jan. 21-25.

As a prelude to the New York conclave, council members have already ballotted on officers and directors who are to begin their terms at the conclusion of the annual business meeting in the Coliseum's Great Britain Room Jan. 24.

Irving D. Jakobson won election as Council president for 1957, and his fellow officers are Olin J. Stephens II, senior vice-president; William E. John, technical vice-president, and Clifford L. Clark, treasurer. E. S. Terwilliger serves as permanent secretary.

Jim Peaslee, publisher of The Boating Industry, was named to the board of directors, along with Ray Cox, John C. Loeser, Comdr. L. E. Penso, and Thomas S. Willets, Jr. Officers are installed for one year, directors for a period of three years.

Principal speaker at the annual business meeting, scheduled to be called to order at 10 a.m. Thursday, Jan. 24, will be U.S. Rep. John J. Allen, Jr. (R-Calif.), a member of the House Committee on Merchant Marine and Fisheries which is currently conducting a national study of boating safety.

Rep. Allen will draw on infomation gleaned from Committee hearings throughout the nation during his speech, which will be followed by the annual reports of Council officers and of the administrative committees — including the Technical Board — which will have been in session during the first three days of the annual meeting.

Council members will be extended an official welcome just prior to Rep. Allen's address by Ralph G. Klieforth, president of the National Association of Engine & Boat Manufacturers, Inc., which organization has made available the meeting rooms and has arranged for Council members to gain admittance to the Coliseum for 10 a.m. meetings before the Boat Show opens each day.

As soon as the annual business meeting is adjourned — around 12:30 p.m., if advance guesses are correct — the directors will head for the Philippines Room for the traditional luncheon and first meeting.

Retiring directors are invited to participate in these proceedings, and guests will include Rep. Allen; NAEBM President Klieforth, and Vice-Admiral A. C. Richmond, USCG, Commandant, and Rear Admiral H. T. Jewell, USCG, Chief of the Office of Merchant Marine Safety.

The committee room which will be used by the Council during its five-day convention is on the second floor of the Coliseum and on the huge structure's W. 58th St. side. It is reportedly large enough to permit simultaneous conduct of several committee meetings. Secretary Terwilliger has asked administrative and project committee chairmen to let him know the dates and times they set for sessions of their respective groups.

Chairmen of division and project committees will be invited, the Secretary adds, to attend the meeting of the Technical Board at 10 a.m. Wednesday, Jan. 23.

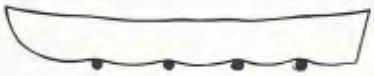
More Data No., Canvas Products 191

ACE offers for 1957 *Yours for better Trailing*

BY ACE

1. The Famous ACE Patented Coil Wheel Assembly individually Suspended that gives, TRUE FLOATING ACTION. LIKE RIDING ON A CLOUD.
2. Proper boat protection with time proven Keel board support. Combined with Rubber rollers for easier loading and unloading without hull distortion. Enjoy leaving your motors on boat at all times.
3. Designed Simple and Sturdy for low-low maintenance Cost.
4. More Profits — 5 Bolts and just minutes assembles the ACE — NOT KIT FORM —
5. No Hidden Costs — all ACE TRAILERS are equipped exactly as shown.
6. Built for quality by and for the most discriminating Sportsmen.

LOOK FOR THE ACE TRADE NAME DON'T Be Fooled By Copies



Possible Distortion Due To Roller Only Design

ACE TRAILER
Combination Design
Roller Plus Wooden Keel Support

ACE TRAILER CO.
P. O. BOX 4177 • CORPUS CHRISTI, TEXAS

New, Lightweight Pye Transhailer Megaphone Is Now Available From Pye Corp. Of America

A NEW, LIGHTWEIGHT electronic megaphone—the Pye Transhailer—is currently being produced. It features a germanium transistor amplifier for dependability and is powered by standard flashlight batteries. The Transhailer has a 10½″ diameter horn, is only 15½″ long, and its overall weight with batteries is only five pounds, according to Pye Corp. officials.

This is the Pye Transhailer megaphone. It's new, lightweight and completely self-contained, according to the Pye Corp. of America.

This new, lightweight power megaphone has a maximum power output of 3½ watts, resulting in an operating range of more than ¼ mile under normal noise conditions, with what Pye officials call "exceptional voice quality." Under normal operating conditions, battery life up to six months or shelf life can be expected, says the New York City firm. Average power consumption is 120 milliamperes, providing an approximate battery life of 12 hours with a duty cycle of 20 seconds on and 20 seconds off.

The Pye Transhailer is completely self-contained, with speaker, amplifier, batteries and microphone in one sturdy weather-resistant unit, with a pistol grip handle and trigger control.

It is recommended for public protection agencies, athletic contests, maritime and industrial use, or anywhere distance and/or background noise hinder voice power or intelligibility. It is manufactured by Pye, Ltd. of Cambridge, England and distributed by the New York firm.

For More Information Write No. 997 on "More Data Card"

Aqua-Glide Jumping Skis For 1957 Announced By Consolidated Research & Development Co.

A COMPLETELY NEW CONCEPT of construction for jumping skis has been developed by the Aqua-Glide Water Ski Division, of Consolidated Research and Development Corporation, of Monrovia, Calif.

Jumping Skis by Aqua-Glide combine advanced construction and finest materials.

These jumping skis are the result of extended development combining the use of advanced construction techniques with the finest materials available, says the manufacturer.

Engineered control of stress areas is provided through the use of multiple lamination of select woods, and Formica producing a nearly indestructable ski. Flexibility, weight and balance are carefully controlled to assure a type of performance never before offered in a jumping ski.

For More Information Write No. 998 on "More Data Card"

More Data No., Ace Trailer 192

Auto-Lite Vice Presidents Are Appointed Group Executives For Two Firm Divisions

J. TURNER MOORE, JR., and Robert E. Valk, vice presidents of The Electric Auto-Lite Co., have been appointed group executives in charge of the battery division in the United States and the wire and cable and foundry divisions-respectively, it was announced by J. P. Falvey, Auto-Lite president.

Falvey explained that as group executives, each of the men would be responsible for the co-ordination of purchasing, manufacturing, engineering, and sales of the divisions assigned to them.

Moore became a vice president of Auto-Lite shortly after his company, Reading Batteries Inc., became a division of Auto-Lite. In his new post he will be responsible for eight Auto-Lite battery plants in East Point, Ga.; Paramount, Calif.; Niagara Falls, N. Y.; Oakland, Calif.; Oklahoma City, Okla.; Owosso, Mich.; Vincennes, Ind.; and Reading, Pa. where batteries are produced for automotive, aviation, marine and heavy duty equipment as well as for the replacement market.

The wire and cable division, with plants in Port Huron, Mich. and Hazleton, Pa., and the foundry division, with plants in Toledo and Fostoria, Ohio and Mt. Vernon, Ill. will be under the direction of Valk. Recently, the company made substantial capital improvements in the wire and cable division that increased the product capacity of both magnet wire for industrial use and aircraft wire used by aircraft manufacturers. Included in the expansion were modern quality control devices and air purifying and pressurizing equipment to assure the conformity of the product with the rigid specifications of the many industries served by the company.

Falvey commented that the designation of the group executive positions is designed to strengthen the company's organizational effectiveness by combining incisive analysis and direct action.

New Warehouse And Shipping Point For West Established By Peterson Bros. In Nevada

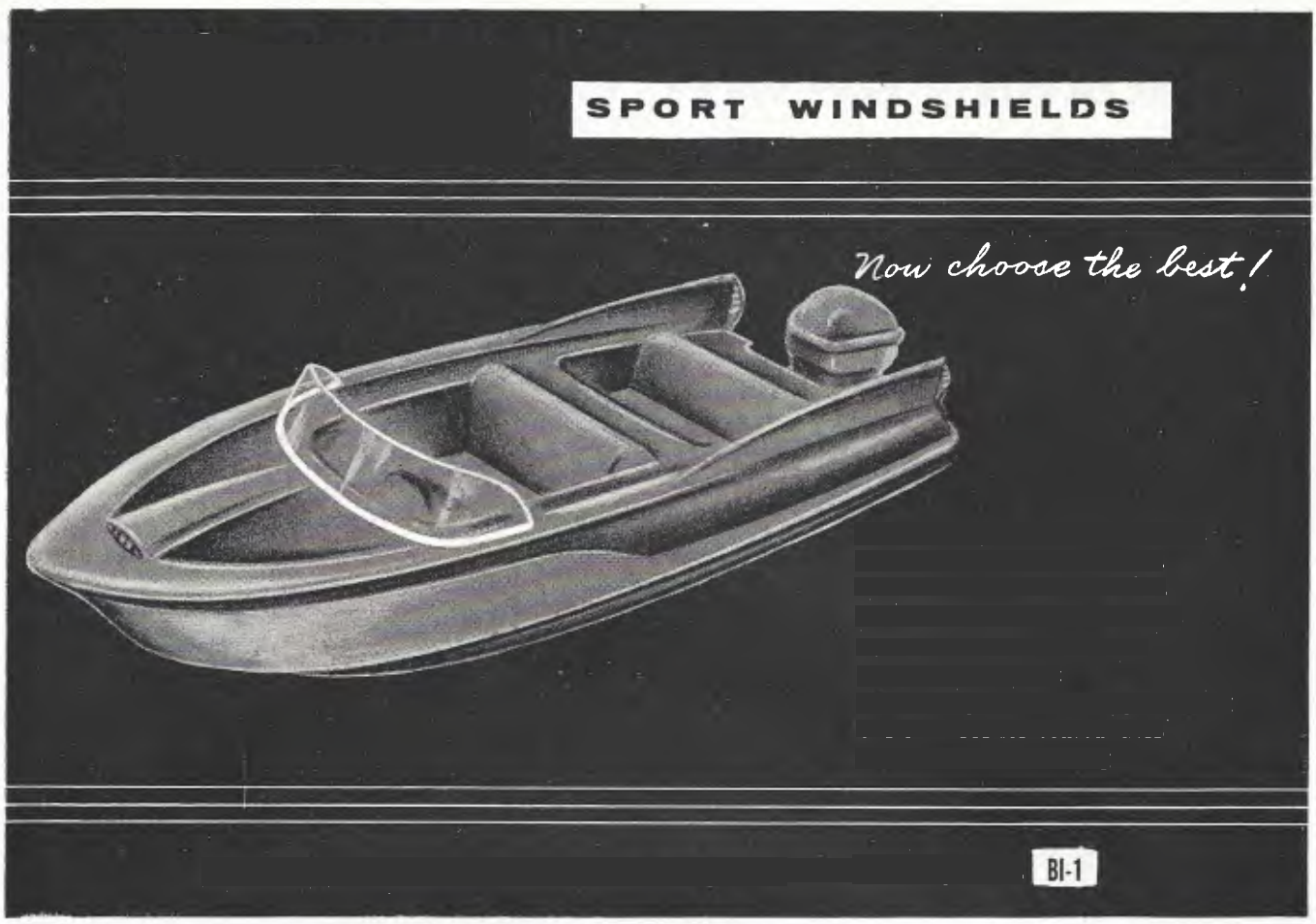
GATOR BOAT TRAILERS is establishing a warehouse and major shipping point at Reno, Nev., and will intensify its West Coast operations in the coming year, it has been announced.

Frank Peterson, president of Peterson Bros., Inc., manufacturers of the Gator line, said the West Coast expansion was being accompanied by increases in manufacturing facilities both at the Jacksonville, Fla., and Fort Wayne, Ind. factories.

In addition, an enlargement of the home office building, at Jacksonville, was completed in December. The enlargement was required to accommodate both increased personnel and the installation of Remington-Rand office machine equipment.

Peterson reported that Gator's 1957 line would include more than 50 boat trailers, capable of handling outboard craft from 10 ft. to 23 ft., and inboard runabouts and cruisers up to 27 ft. in length. In addition, the firm manufactures large over-the-road boat transport trailers; multiple-canoe trailers; sailboat trailers; boat carts and display racks and outboard motor test tanks.

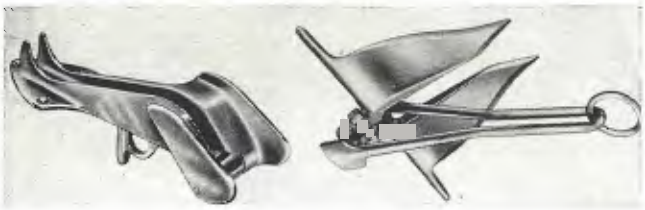
More Data No., Aluminum Marine Hardware 193



Benson's Offers The Bow Chock To Go With Its Snag-Proof Anchor

BENSON'S ANCHORS, INC. has developed the bow chock that works in combination with its Snag-Proof anchor. The Syracuse, N. Y. firm is introducing the new item to the trade.

Designed to securely cradle the Benson's anchor on the point of the bow ready for instant release, the bow chock is said to feature a rust-proof, electrolysis-proof, stainless steel roller to make it simple to pull the anchor into the chock from the stern seat and make the anchor rope fast to the stern cleat.



Shown here on the left is Benson's new bow chock, designed to work in combination with its Snag-Proof anchor, shown on the right.

President Frank Benedict has revealed the new anchor-bow chock combination has met with a favorable response in a limited test market and full production has been ordered to meet the expected demand.

Benson's bow chock offers real-life insurance in safer anchoring. It is made of high finish Nautalloy, built to fit the streamlining of all small craft.

The firm reports success in its early sales campaign and is optimistic about 1957 sales. The firm reported a year ago that sales were increased 50 per cent over the previous year.

Benedict announced that sales for 1956 have increased 40% over last year. Since he began the business with his Snag-Proof designed anchor in 1951, more than 50,000 Benson's Anchors have been sold "with very few of them on the bottom", according to Benedict.

The anchor's patented sliding ring makes it possible to recover a snagged anchor simply by sliding the ring back down the shank and pulling the anchor out the way it went in, according to Benson's, who adds that these features make Benson's Anchors many times more practical, safe and economical.

For More Information Write No. 1207 on "More Data Card"

Geneva Wheel Offers Biggest Line In The Ohio Firm's 56 Year History

THE GENEVA METAL WHEEL CO. recently announced that it has the most complete line of high speed boat trailer wheels in its history.

Geneva has 56 years of wheel manufacturing experience behind its products including the supplying of wheels to boat trailer manufacturers. The Geneva, Ohio firm says it has supplied these firms from the time boat trailers were first made on a production basis in the 1930's. The complete line includes wheels designed for use with 16" and 18" O.D. pneumatic tires in both fixed hub one-piece wheels and fully demountable hub wheels.

Demountable hub wheels are available with standard automotive bolt circles and bolts enabling the quick change of a flat tire using a standard automobile tire wrench. Both fabricated and cast hubs are available. All wheels are interchangeable on the same spindle for ease of manufacture in the case of boat trailer firms using various types of wheels on their trailers lines. Specially developed neoprene spring-loaded water-tight seals and hub caps are used in all assemblies, according to the Ohio producer.

For More Information Write No. 1208 on "More Data Card"

More Data No., *Aluminum Marine Hardware 194*

AS BOATING GROWS

DEMAND GROWS

FOR

MARINE SAFETY EQUIPMENT

A "Natural" for Dealers

GOOD PROFITS—GROWING DEMAND—NATIONALLY ADVERTISED LINE

Sirens—the best are AUTO-MATIC

COMMAND ATTENTION
PREVENTS COLLISIONS — DELAYS

Every boat owner is a prospect—and as waterways become more crowded, need for one of these powerful, effective warning devices becomes ever more obvious. Display and demonstrate these gleaming, chrome plated, streamlined models and you'll sell a lot of them. They dress up a boat as well as command attention and get action. Made in 4 sizes; all popular voltages. Easily installed. $35.00 to $65.00 List.

Alarms—the best are AUTO-MATIC

HIGH WATER —INTRUSION
PREVENT SINKINGS — THEFT

Thousands are wanting this Auto-Matic device that's on the job day and night, ready to warn by siren when intruders try to break into unattended boat. Can also be used to warn of dangerous rise of water in bilge. Substantial profits on each sale—and each sale promotes additional sales. Only $45.00 List.

Blowers—the best are AUTO-MATIC

BILGE & CABIN EXHAUST
VENTILATING —COOLING
PREVENT FIRES — EXPLOSIONS

—because they won't let fumes build up to dangerous concentrations. Easy to sell to prevent costly damage to boat, injuries or death to owner, family, friends. Win lower insurance rates. Easy to install. Good profits. Auto-Matics are rugged, larger capacity units, good for many years. $12.00 to $18.00 List.

See them all at Chicago

BOAT SHOW BOOTHS 970 A to 1051 C

Big Display of HANS G. NEUERT

MARINE EQUIPMENT SPECIALIST

or Write

More Data No., Auto-Matic-Products 195

Bell, Inventor Of The Telephone, Regarded As Benefactor Of Baddeck

ALEXANDER GRAHAM BELL, the man who fathered a major industry in this world of ours when he invented the telephone, is also responsible for the advent of the Pinaud Yacht Yard to the Nova Scotian town of Baddeck.

According to a story which appeared in a recent issue of the weekly Cape Breton Post, published in Sydney, Cape Breton, N. S., Canada, Bell maintained a palatial home at the harbor town of Baddeck during the early years of the present century.

When he wanted a yacht built for his use, he summoned to the town Walter Pinaud, who was already gaining a name for himself—along with his brothers John and Wilfred—as a yacht-builder in Sydney.

While engaged in the construction of Bell's yacht, Pinaud decided to set up his yard in Baddeck . . . a yard which has contributed over the years to the healthy economy of the town and for which Dr. Bell gets an assist.

So, in a marine sense, the name Pinaud and Baddeck are interrelated; many a yacht—large and small, sail and power—has been launched from the yard, and the article points out quality is always stressed by Walter Pinaud and his second-generation associates.

And the second-generation participation is wholehearted, for both sons—Fred and Ralph—are actively associated with their father in business, and daughter Catherine works in the yard office.

Devoted entirely to pleasure vessels, the yard's output ranges from sailing and power craft below 30′ all the way to yawls and motor cruisers in the 60′ category. Many of the Pinaud-built craft are entirely of Nova Scotia wood: in the main, oak comprises the frame, keel, and stem, and mahogany planking is introduced into the more expensive models.

A recent 42′ twin-engine power cruiser turned out by the Pinaud work force for a Hamilton, Ont., yachtsman, featured the mahogany planking and teakwood decks.

Recently designers at the yard conceived a 27′ sloop, and the first one went to R. A. Borden, grandson of the late Sir Robert Borden, who was Canada's World War I prime minister. Its reported popularity has yard officials girding for increased production as the expected orders roll in.

Although Pinaud has progressed with the time in that it has adopted use of the latest power tools and construction conveniences, it nevertheless places great stock in the value of trusted employees. Many workers at the yard have been there for a number of years and are still doing a full day's work in their 70's.

Nor are all the Pinaud-built boats Pinaud-designed. Among famous designers whose plans the yard have converted into reality are Philip Rhodes, Inc., of New York City, and Eldridge McGuiness, Inc., of Boston, Mass.

It is interesting to point out, by the way, that Pinaud's association with Alexander Graham Bell didn't end with the first yacht. He played a major role in the construction of the HD-4, which Bell designed for use as a motor torpedo vessel in the first World War.

Although the war ended before it could be put into service, the HD-4—powered by an airplane engine and making full use of its hydroplane-type design—achieved an open-throttle speed of 70 mph, a record at that time.

Furthermore, Pinaud was commissioned by Dr. Gilbert Grosvenor, former president of the National Geographic Society and Bell's son-in-law, to build a 54′ yawl which is still in operation.

New Boats By Wizard Named In Contest

NAMES FOR TWO new boats which Wizard will produce during 1957 have been selected by officials of the company from suggestions sent in to them by their dealer organization.

Winners of the naming contest are Leon's Service, 3904 Fountain Ave., Los Angeles 29, California and Kurtz Appliances of Buchanan, North Dakota. The name selected for the new 13′ run-about model is the "Wasp" which was suggested by Leon's Service. Wizard's new 19′ cruiser will be called the "El Dorado" as suggested by Kurtz Appliances.

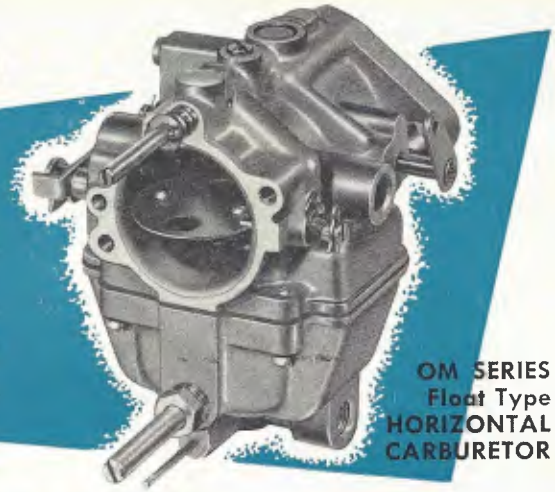
Each of the above named dealers has been notified that his suggested name has been selected by the company and credit memos in the amount of $50.00 for winning the contest have been forwarded to each of them by the company.

Ships Store to Operate The Boat House

THE SHIPS STORE at 32 Barton Ave. in Barrington, R. I. has purchased the former business called The Boat House at 69 Water St. in Hingham, R. I. Like The Ships Store, the Hingham business will be a unique operation specializing in "nautical gadgetry and other whatnottery of a not altogether necessary nature."

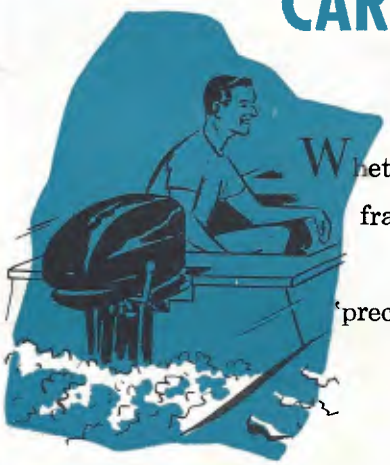
Like the parent firm it will handle nautical charts, books, paint and a few items of specialized sportswear. The owner also expects to handle "most anything else related directly or indirectly to the nautical field, pretty much depending upon the desires of our customers," he relates.

For Outstanding engine performance Demand



Tillotson 'PRECISIONEERED'

CARBURETORS and FUEL STRAINERS



Whether you build—buy—sell or service fractional horsepower engines—Tillotson Carburetors are 'precisioneered' to meet—present and future needs—in performance—economy—durability.

CARBURETION PIONEER . . . for small engines used on

- Power Mowers
- Power Chain Saws
- Compressors
- Garden Tractors
- Portable Generators
- Outboard Motors

and many other types of powered equipment

Lone Stars Really Get Around These Days; They Are Even Invading The U. S. Air Force

Here, military personnel load Lone Stars for flight to Air Force post and plenty of action.

SEVERAL TIMES, we've heard about Lone Stars that have made their way into the far reaches of the world . . . They've found buyers in Columbia and the Belgian Congo and many other far-away spots. But now, they've "invaded" the U. S. Air Force, according to the Grand Prairie, Texas builder.

Donaldson Air Force Base at Greenville, S. C. recently purchased 20 small Lone Stars for recreational purposes. They couldn't wait to get them either, according to Lone Star.

They flew in a giant C-124 Air Force transport and picked up the merchandise at Dallas' Love Field. Once loaded, they were whisked away to the East Coast base with typical Air Force dispatch.

More Data No., Tillotson 196

Clearly THE PEOPLE'S CHOICE

The SHOUP "President" 18' Utility Camper

Inaugurating a sleek and spacious utility camper. Gives amazing performance with single or twin engines. She's everybody's candidate for aquatic action — no cavitation on fastest, hardest turns. Glossy three-tone and mahogany finish with chrome hardware.

Plenty of room aboard the "President" for camping and fishing equipment, deck chairs or bunk space. Ample storage beneath Sea-Safe Motor Well. Mahogany construction throughout with ⅜" — 5 ply Marine Mahogany Plywood used on sides, bottom, deck and floor.

A VOTE FOR:

STANDARD EQUIPMENT: Bow & stern cleats, bow chocks, ¾" metal stem band, forward split seats, life preserver racks, full length metal on gunwale and splash rail ☒

Double Knees Bow lights, stern flagpole staff light, convertible top, mahogany frame windshield•safety glass throughout, chromium trimmed white rubber footpads. ☒

SPECIFICATIONS: Weight, 650 lbs.; length at gunwale, 18'; width at top of gunwale, 7'. ☒

OPTIONAL EQUIPMENT: Forward Hatch (18"x18") • Steering Wheel (installed with control panel, pulley blocks, cable guide, etc.) • Mahogany Rear or Center Seat ☒

Price $1095—
F.O.B., Ahoskie, N. C.

Middle Atlantic Distributors,
Jesse F. White Co., Mendon, Mass.
Wheels, Inc., N.Y.C.
Marine Equipment & Supply Co., Phila.

RANSOM F. SHOUP & CO.
AHOSKIE, NORTH CAROLINA
PHONE: Ahoskie 2219 • Philadelphia, Pa. • LAwrence 5-6540

Reg. T.M.

Universal Motors Moves Nordberg Equipment To Oshkosh In Seven Days

This fleet of trucks had a big job . . . Transport Nordberg equipment to the Oshkosh, Wis. Universal Motor Co. plant. Nordberg was the Milwaukee, Wis. engine maker, whose facilities were recently purchased by the Oshkosh company. Materials and equipment were moved in a matter of a week's time without interruption of Universal's production.

IMMEDIATELY FOLLOWING the recent purchase of the Nordberg gasoline marine engine division by Universal Motor Co., firm officials had a problem . . . It was the problem of moving the mountain of material to Universal's Plant in Oshkosh. Even for two old and experienced firms like Nordberg and Universal this posed a formidable operation and required careful planning at both ends of the 80 mile haul.

Experienced teams from Nordberg, Universal and Northern Transportation Co. combined to complete the orderly and systematic removal from Milwaukee to Oshkosh in just seven days. Round the clock crews handled over 1,000,000 lbs. of material which filled 39 large transport trailers.

Universal officials emphasized that despite the moving operation production never stopped and orders for Nordberg gasoline marine engines and service parts were being shipped promptly by the Nordberg gasoline marine engine division from Universal's Oshkosh plant.

Dow Chemical Issues New Booklet Outlining Uses Of Methylene Chloride

"METHYLENE CHLORIDE, The Better Multipurpose Solvent" is a new 24-page booklet outlining the wide range of uses for this basic chemical. It has just been released by The Dow Chemical Company of Midland, Mich.

The three-color booklet gives complete technical information on methylene chloride which already is widely known as a component of modern, nonflammable paint removers. The booklet shows advantages the chemical offers for use as an aerosol pressure depressant, vapor degreasing solvent, cold cleaning solvent, extraction solvent and secondary refrigerant.

Such features as nonflammability, high solvency, low corrosive effect and chemical stability are said to make the chemical suitable for a variety of jobs. Methylene chloride also is considered one of the least toxic of commonly available solvents.

Other uses for the chemical listed in the new booklet include the following: a carrier in adhesives and photographic film, a bonding agent for plastics, a treating material for vinyl plastic, a solvent in synthetic fiber manufacturing and a cold cleaning solvent for plastics. Copies of the booklet are available on request.

For More Information Write No. 997 on "More Data Card"

Boat Builders-Repairers Plan Jan. Meeting

THE AMERICAN Boat Builders & Repairers Association, Inc. will hold its annual meeting during the week of the Motor Boat Show—on Tuesday, January 22nd, 1957. Our meeting will be held at the New York Athletic Club, 59th Street and 7th Avenue, New York City, at 9:30 a.m. There will be an election of officers and directors at this meeting.

More Data No., Ransom Shoup 198

You Sell with Confidence When You Sell GRUMMAN

GRUMMAN — Rated First over eleven other top makes of aluminum watercraft . . . has a complete line of boats and canoes for more sales and greater profit for YOU.

Safe, dependable GRUMMAN watercraft, the nation's favorite, featuring hydrodynamic design, aircraft type construction, Styrofoam flotation, and exclusive Navy-type protection if used in salt water.

Some protected territories are available for qualified dealers. Write today for our new 1957 Catalog, 24 pages, colorfully illustrated.

See GRUMMAN Boats and Canoes at New York, Chicago, Boston, Boat Shows.

GRUMMAN BOATS, INC.
1417 South St., Marathon, N. Y.

Outboard Motor Carriers And Stands Improved By Lumex, Inc., For 1957

FEATURING ALUMINUM CONSTRUCTION for longer corrosion-free service, the Lumex line of outboard motor carriers and stands has undergone complete revision for 1957 at the corporation's production headquarters in Valley Stream, N. Y.

Principal reason for the revisions is the advent into the field of larger and heavier motors. So the stands and carriers make use of triangle braced design; larger (1") tubing, and the "Non-Tip" stability principle.

Both the #272 Standard and #273 Deluxe carriers are equipped with oilite bearings and a tank rack and strap; the former, however, has 8 x 1.75 semi-pneumatic tires, while the latter rolls on 10 x 1.75 semi-pneumatic tires and boasts a hardwood block. Model #273L is companion to the two others and contains a special mounting block to accommodate long-shaft motors.

For maximum strength and ease of handling, the #273D (Heavy Duty) and #273DL (the same carrier with a long shaft) are equipped with "U" bar handles and are four-wheeled models with 10 x 1.75 semi-pneumatic tires. They are made to handle all motors.

Sixth Lumex carrier is the #271 Economy model, which has a capacity of 10-hp motors and whose semi-pneumatic tires measure 6 x 1.50.

All the carriers and the two gliding motor stands — the Standard #101 for 10-hp motors and the Deluxe #102 for all others — are designed for speedy folding. The latter stand, by the way, is also available as the #102L with a special mounting block for the long shaft motors.

In Lumex's line of three boat dollies, the newest is the 303 Two-Wheeler, small enough to fit into the ordinary car trunk and strong enough to move any small boat up to 300 pounds.

One man can load the boat onto the Two-Wheeler, Lumex contends, and adjustable hardwood chocks conform to the boat bottom. Constructed of welded steel and plated with cadmium, the 18" by 25" by 11" 303 rolls on solid tread 10 x 2.25 tires and ball bearing wheels.

Both the #301 Standard and #302 Deluxe dollies list 400-pound capacities, the former being 12" high and designed for smooth hard surfaces, and the latter measuring 48" by 27" by 14½" and recommended for rough surfaces.

For More Information Write No. 1000 on "More Data Card"

Chesapeak Bay Boat Show Plans Are Moving Ahead At Full Steam

CHESAPEAKE BAY's THIRD annual boat show will be unveiled at the Fifth Regiment Armory on February 22 and will continue through February 27. The 1957 show has generated greater interest than any of its two previous offerings according to officials.

Introduced in 1955, the Chesapeake Bay Boat Show turned out to be the required "shot-in-the-arm" to bring out the great boating potential of the area. It proved successful, say show officials for exhibitors and spectators, alike.

One of the most important factors in this year's Baltimore show is that the emphasis is placed on boats. Chesapeake Bay officials feel it's important for exhibitors to hold the interest of potential buyers, who can focus their attention on the sale and purchase of boats.

This year, the management has reportedly received a great number of demands from new exhibitors and the 1957 affair promises to be more successful than previously anticipated.

More Data No:, Grumman 199

CHECK YOUR SPEED WITH

AQUA METER®

THE WORLD'S LEADING MARINE SPEEDOMETER

FOR '51

World's most complete line of Marine Speedometers

It's here – the 1957 Aqua Products line . . . the marine instruments of tomorrow! Advanced styling and easy-to-read dials featuring "progressive calibration". Top-rated performance and true seaworthiness . . . the finest precision instruments at lowest prices!

OUTBOARDER SERIES

Power boating's most popular speedometer with a bright new look! Larger, new 3″ dial smartly styled in marine gray and lively yellow with brillant red needle . . . white numerals and graduations . . . sparkling new streamlined case in triple-plated chrome . . . surface or flush-mount models, transom or thru-hull installations. Three precision-calibrated speed ranges to choose from. *And another Aqua Products first* — each meter complete with "Install-It-Yourself" Tube Assembly Kit '

NEW "OUTBOARDER" SURFACE MOUNT (SM) FOR ON-DASH INSTALLATION.

NEW "OUTBOARDER" FLUSH MOUNT (FM) FOR RECESSED INSTALLATION.

"OUTBOARDER" SERIES - SURFACE MOUNT

(Installs bottom or back connected)

MODEL 35 SM—5-35 mph., complete with Tube Kit $12.95
MODEL 45 SM—5-45 mph., complete with Tube Kit $12.95
MODEL 55 SM—10-55 mph., complete with Tube Kit $12.95

"OUTBOARDER" SERIES - FLUSH MOUNT

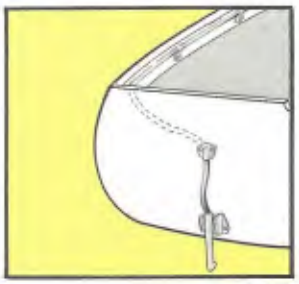
MODEL 35 FM—5-35 mph., complete with Tube Kit $12.95
MODEL 45 FM—5-45 mph., complete with Tube Kit $12.95
MODEL 55 FM—10-55 mph., complete with Tube Kit $12.95

"OUTBOARDER" SERIES SPEEDOMETER,

heads only $7.95

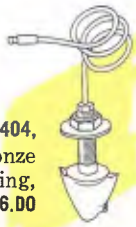
"INSTALL-IT-YOURSELF" TUBE ASSEMBLY KIT

(As supplied with Outboarder and Custom Speedometers, Aqua Panel.) Kit contains 16′ of special, heavy-walled Koroseal tubing . . . takes sharp bends without pressure restriction. Moulded nylon impact tube is corrosion-proof, non-fouling. Exclusive Beryllium spring safety transom clip allows impact tube to pop free without damage when struck by underwater object. Transom shield gives installation a "custom finish" look. Four tubing clips included. Installs permanently in minutes with only simple hand tools. Tube Assembly Kit Model 1606 . . . . . **$5.50**



THRU-TRANSOM TUBING INSTALLATION

"INSTALL-IT-YOURSELF" TUBE ASSEMBLY KIT



THRU-HULL IMPACT TUBE KIT #3404, complete with polished bronze impact tube, 3 ft. copper tubing, and "push-on" connection, **$6.00**

"CUSTOM-FIT" TUBE ASSEMBLY KIT #6101 (not illustrated) Includes special flanged thru-transom connector which can be calked — required wherever thru-transom connection will be submerged — jumper tube with nylon impact tube, and safety spring transom clip, 20′ of Koroseal tubing.
Model 6101, complete **$7.50**

CUSTOM SERIES

Big 3½" dial in marine gray, white and yellow . . . with brilliant red needle. 5-30, 5-40, 10-50 mph. speed ranges. Choice of flange-back, flush-mount or U-Clamp gleaming chromium plate brass cases, all back-connected.

CUSTOM SERIES, Flange-back or Flush-mount Case, with tube kit. $20.50

CUSTOM SERIES, U-Clamp, with tube kit. $22.50

AQUA PANEL MODEL 66

A completely new Panel for the outboard boat where space is a problem . . . measures 10⅝" long by a scant 4³⁄₁₆" high. Smart new 3-color dial, 2½" diameter, 5 to to 40 mph. speed range. Choke and start switches, all electric accessory-switches fit easily.

AQUA PANEL MODEL 66S with "Install-It-Yourself" Tube Assembly Kit (single motor). $27.95

AQUA PANEL MODEL 66D with "Install-It-Yourself" Tube Assembly Kit (dual motor). $28.95

MODEL 66S (less Tube Assembly Kit). $22.95

AQUA PANEL MODEL 77

Instrument Panel For Electric-Start Outboards

Automotive styling for "finger-tip" operation. Features all-new Aqua Meter Speedometer with easy-to-read 3½" marine gray and yellow dial. Speed ranges, 5-30, 5-40 or 10-50 mph. Handsomely-etched, chrome-plated brass panel 10⅞" by 5¼".

Controls and Mountings

Accommodates start and choke switches from any outboard motor. Extra holes for light, horn and other accessory switches.

Custom Series Aqua Panel Model 77S, complete with "Install-It-Yourself" Tube Assembly Kit (single motor). $32.50

Custom Series Aqua Panel Model 77D, complete with "Install-It-Yourself" Tube Assembly Kit (dual motor). $33.50

Model 77S, with "Custom-Fit" Tube Assembly Kit. $35.00

Model 77D, with "Custom-Fit" Tube Assembly Kit. $36.00

Model 77S (less Tube Assembly Kit). $27.50

Special panels available for complete instrumentation . . . ammeter, tachometer, clock, etc.

MODEL 80 RACING SPECIAL

Quick, accurate readings at all speeds from 30-80 mph. Housed in 3½" chromeplated case 540-degree dial with white numerals on dark blue background.

MODEL 80 RACING SPECIAL, with flanged-back case, 10 ft. of Koroseal tubing, nylon impact tube and rigid transom bracket $18.75

MODEL 80 RACING SPECIAL, complete with 6 ft. of Koroseal tubing, nylon impact tube, rigid transom bracket and hand-grip pressure reservoir $19.75

MODEL 135 HI-SPEED SPECIAL

For racing boats with speeds to 135 mph. Big 4½" chrome-plated flanged-back case, dial calibrated from 80 to 135 mph. in 540-degree sweep. Speedometer head only. **$20.50**

MODEL 60 STOCK RACER

For faster outboards, this smart model comes in chrome-plated brass case with easy-to-read two-tone dial. 10-60 mph. speed range. Stock Racer complete with 14 ft. of tubing, nylon impact tube, and Aqua Meter's exclusive safety spring transom clip **$12.95**

STAINLESS STEEL DEEP IMPACT TUBES AVAILABLE

CHECK YOUR SPEED WITH AQUA METER® THE WORLD'S LEADING MARINE SPEEDOMETER

WORLD'S MOST COMPLETE LINE OF MARINE SPEEDOMETERS

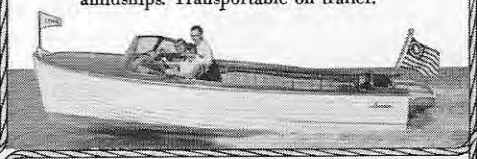
AQUA PRODUCTS, division of

KETCHAM & McDOUGALL, INC., Roseland, New Jersey

Printed in U.S.A. 12-56

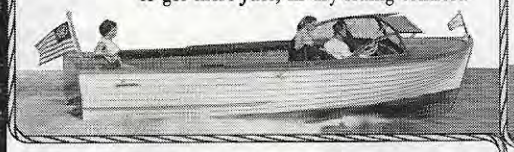
'57 Family of LYMANS! • • • CLINKER-BUILT

18' OUTBOARD RUNABOUT. Smooth-running and vibrationless with one or two outboard motors. Chairs and sleeping bags easily accommodated amidships. Transportable on trailer.



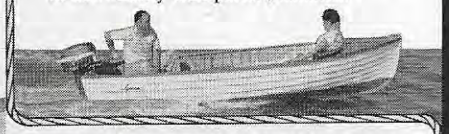
13' OUTBOARD RUNABOUT. A "sister ship" of the favorite 15 Footer (with steering wheel mounted on amidship deck) except a little smaller.

23' INBOARD RUNABOUT. Newest, speediest Lyman Inboard—husky, stiff, seaworthy. A thrilling way to get there *fast*, in dry-riding comfort.

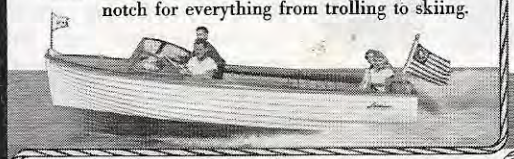


16-1/2' OUTBOARD RUNABOUT. New model—smart in appearance, dry riding, sturdy. Handles biggest motors, perfect for skiing. Windshield, curtains, top available.

LEADER. Finest of the smaller outboards, the 13' Leader has two cross seats and seat in bow. Easily transported, handled.

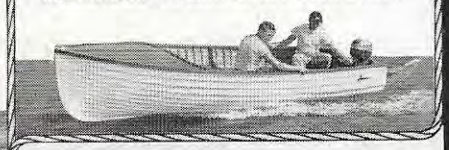


18' INBOARD RUNABOUT. Outstanding for rough-water ability, this long, deep, beamy boat is top-notch for everything from trolling to skiing.



15' OUTBOARD RUNABOUT—*Amidship Steering.* This perennial pace-setter for all outboards now offered in two models. Below, steering wheel is on amidship deck.

FISHERMAN. Available in both 13' and 15' models. Plenty of room for tackle, no obstructions, two cross seats, two stern seats.



18' ISLANDER. The right size for family outings and offshore fishing, the right speed for trolling and fishing . . . at the right price!

15' OUTBOARD RUNABOUT—*Forward Steering.* Presenting—the other 15 Foot model with steering wheel mounted on front dash. Forward deck is longer.

All Lyman models are Clinker-built for durability, minimum maintenance, smooth, dry riding. Overlapping marine plywood planks are laid in narrow strakes, fastened with exclusive Lyman clout nails of silicon bronze with rubberized cement between the seams. Lyman has designed and built fine boats since 1875 . . . ***Wise dealers know the Lyman line means steady, profitable sales.***

Write for illustrated folder that fully describes the Lyman line for '57 . . . the line that consistently increases in sales volume every year.

LYMAN BOAT WORKS, INC. 1622 FIRST STREET SANDUSKY, OHIO

Universal Motor Co. Employees Receive Their Service Awards

From left to right, shown above, are Louis Carpenter, Herman Mueller, Jess W. Meerdink and, at the far right, Ralph G. Klieforth, Universal Motor Co. president.

THREE MORE "OLD TIME" Universal Motor Co. employees recently accepted their service awards from Ralph G. Klieforth, president of the company.

Those who received the awards are Louis Carpenter, secretary and assistant treasurer; Herman Mueller, head of the tool and die department, and Jess W. Meerdink, chief engineer.

The three employees were each presented with a handsome gold watch and jewelled service pin as well as the certificate of membership in the "Quarter Century Club," which is rapidly becoming quite a large group, according to Universal officials.

Gladding-Hearn Shipbuilding Corporation Builds Two Vessels For Sumatra River Use

GLADDING-HEARN Shipbuilding Corporation of Somerset, Massachusetts announces that it has been awarded an order from California-Texas Oil Company, Ltd., for the construction and design of two shallow draft lighters for carrying equipment and supplies up and down rivers in Sumatra.

The craft, which will be all welded steel, approximately 24' long x 8' beam will be built with tunnel sterns arranged to take one or two 40 Horsepower outboard motors which will tilt up upon hitting an obstruction or in very shallow water. The boats are intended to run the rapids in gravel-bedded rivers, and for that reason are fitted with replacable wooden runners on the bottom. Frequently they will have to be towed or winched over shallows even while loaded and because capsizings are a hazard there will be air tight bouyancy tanks fore and aft to float the boat and cargo, which will be securely lashed down to pad eyes in the hold.

The craft were to be completed before the end of the year and trucked to exportation port for shipment overseas.

The yard is currently at work on a vee-bottom tunnel stern garvey type tender to be named MIKE'S HELPER. The boat will be used moving pipelines, shifting anchors, towing barges and general service work with the hydraulic dredge MIKE built by the Gladding-Hearn firm for J. R. Spangle, Marine Contractor, of Norwalk, Connecticut.

More Data No., Lyman Boat 201

Lone Star Fiber Glass "Balboa," built by Lone Star Boat Mfg. Co., Grand Prairie, Texas, and Bremen, Indiana.

OFFER THE ULTIMATE IN

Carefree Boating

Sell "fiber glass" boats—the hottest in the industry today!

Fiber glass reinforced plastic construction offers all the pleasures of boating—with none of the maintenance headaches.

Never before have you had so much to talk up in boat construction. Fiber glass reinforced plastic can't rot, corrode or rust. Never needs painting because the color is permanently molded in. Impervious to marine borers.

Pound for pound, this material is far stronger than wood, highly resistant to impact damage (and, if punctured, is easily made like new.) A hull of fiber glass reinforced plastic can't leak because it's made in one piece without seams. And "fiber glass" construction permits modern designs which cannot be achieved in wood or metal.

Make new friends this season by introducing your customers to "fiber glass" construction—for the ultimate in *carefree* boating.

Fiber Glass Reinforcements for the boating industry are made by
FERRO CORPORATION, Fiber Glass Division,
Nashville 11, Tenn., and Huntington Beach, Calif.

YOUR BEST BUY IS A **Fiber Glass** BOAT

More Data No., Ferro 202

Mounting Responsibilities Of "Lou" Fageol Causes Retirement From Boat Racing Hobby

THE BUSY LIFE which L. J. (Lou) Fageol leads today has made it necessary for him to retire from several activities which he enjoyed to the fullest. One of these activities which earned him fame (and many trophies as well) was motorboat racing. This activity dates back to 1928 and it would be almost impossible to list in full the achievements "Lou" has made in his motorboating since that time.

L. J. Fageol

Today Fageol stands out as one of the leaders in the marine industry as well as in other fields. This leadership involves the presidency of the Twin Coach Company, a parent company which controls subsidiary companies producing automotive, marine, and industrial engines, major aircraft sub-assemblies, special purpose vehicles and small pleasure boats and trailers.

These related companies involve plants in Kent, O., Buffalo, N. Y. and Warsaw, Ind. Fageol also holds the office of president of Twin Coach of Canada, Ltd. in Toronto and Fageol Products of Kent, O. In addition to all of this, he finds time to serve as the director of several other companies besides time to work as an automotive and marine engine design engineer.

In all probability, "Lou" will stand out in the memories of many boating enthusiasts as the owner and driver of the now-famous Slo-Mo-Shun racers which dominated the field of unlimited boat racing for several years. To name but a few of his outstanding "wins" would include the Detroit Silver Cup Competition in 1948, the Gold Cup in Seattle, Wash. in 1951, the 1953 Gold Cup Classic and the President's Cup in 1953 which was presented personally by President Eisenhower.

Outboard Marine Corporation Holds First Dealer Meeting In Conjunction With Int'l. Boat Show

THE RECENT INTERNATIONAL Boat Show in Paris, France was the site of the 1st European dealer organization meeting by Outboard Marine Corp.

Distributors for eighteen countries were represented at the meeting and comprised probably the most select group of technicians and salesmen that could be gathered in Europe. One highlight of the meeting was the presentation by Brooks Stevens, styling consultant for Outboard Marine, of the 1957 line of engines for Johnson and Evinrude. One of the new models shown and admired was the new Johnson Golden Javelin.

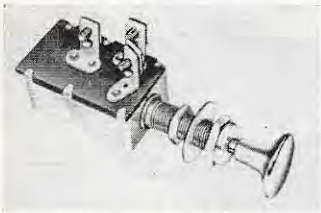
Outboard Marine Corp. was represented by: S. A. Briggs, vice president, in charge of exports; W. P. Britt, export manager; Art Sauerberg, service manager, and Guy S. Storr, O.M.C. public relations counsel in Europe.

France, which has a large share in the multi-million dollar exports of Johnson and Evinrude motors in Europe, was well represented by their dealer organization and by Government officials at the invitation of Outboard Marine.

Marine Three-Position Light Switch Produced By Cole-Hersee Of Boston

CONSTRUCTED OF BRASS and adaptable for use with 6- or 12-volt electrical systems, the Heavy-Duty M-476 three-position light switch for marine applications has been produced by the Cole-Hersee Co. of Boston, Mass.

Featuring two separate "on" positions for independent circuits—such as anchor lights and running lights—or any combination of circuits, the switch has been welcomed as original equipment by boat manufacturers anxious to replace several individually-wired switches.



Push-pull switch has several features.

The product's 3/8" diameter mounting stem is said to be long enough to accommodate the thickest marine panels, and chrome-plating has been applied to the large knob and hex face nut. A brass panel washer, back-nut, and three terminal screws and lockwashers are furnished assembled on the M-476.

For More Information Write No. 1001 on "More Data Card"

Borden's Is Building New Plant For Its Production of Resinite Plastic Lines

THE BORDEN COMPANY's Chemical Division is activating its newly completed polyvinyl chloride resin plant at Leominster, Mass. It also announced plans to build a new laboratory-office building and to begin manufacture of a full line of its Resinite plastic products.

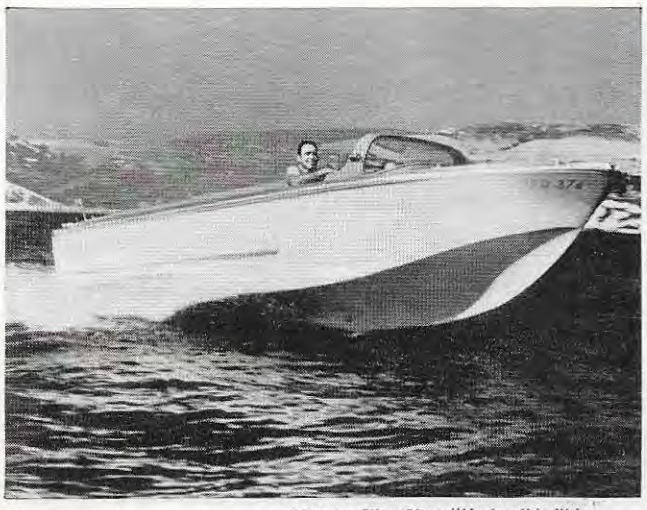
Harold W. Comfort, president of the Borden Co., says that it marks a significant step in the history of the division. This is Borden's first polyvinyl chloride resin plant. It is geared to produce 12,000,000 pounds of the resin per year, according to Comfort.

Comfort said that the company expects to triple the capacity of the Leominster plant before the end of 1957. The Leominster plant consists of two buildings located on a six-acre tract of land adjoining Borden's monomer department plant which produces polyvinyl alcohol and polyvinyl acetate. General Manager of Borden's polyvinyl chloride department is Dr. Harry Wechsler.

The plant will produce a wide variety of specialty resins and vinyl chloride latices as well as general-purpose polyvinyl chloride for the calendering and extrusion field. Polyvinyl chloride resins are used in such applications as calendered sheeting, coated fabrics, electrical wire covering, plastic floorings, surface coatings, phonograph record molding, paper coating, non-woven fabrics and leather finishes.

The new laboratory-office building which Borden's plans to build and complete next Spring, will be a one-story steel and concrete building. It will be a "three-in-one" laboratory, according to Augustine R. Marusi, president of Borden's Chemical Division. It will be a straight development laboratory, a technical services laboratory and a semi-pilot plant, he said.

It will have as its main objective the development and improvement of polymers and copolymers of vinyl chloride. The laboratory-office building will be adjacent to the new polyvinyl chloride resin plant. The lab will be under the direction of Dr. Wechsler.



Glasspar Fiber Glass "Mariner" built by Glasspar Co., Santa Ana, Calif., and Nashville, Tenn.

OFFER THE ULTIMATE IN

Carefree Boating

You make a friend for good when you sell a man a *"fiber glass"* boat. You'll show him the way to season after season of boating fun and thrills—with *no lengthy "time-outs" for costly maintenance!*

A hull constructed of fiber glass reinforced plastic can't rot, corrode or rust, is impervious to marine borers—and the color is permanently molded in! A "fiber glass" hull can't leak because it's made in one piece without seams.

And talk about strength! Pound for pound, fiber glass reinforced plastic is *far stronger than wood*, gives a hull *high resistance to impact damage* (and *if* punctured, it can be easily made like new).

Fiber glass construction permits modern designs which cannot be achieved in wood or metal. For style appeal, you can't beat "fiber glass"!

Promote and sell "fiber glass" boats—your customers will thank you for many seasons to come!

Fiber Glass Reinforcements for the boating industry are made by
FERRO CORPORATION, Fiber Glass Division,
Nashville 11, Tenn., and Huntington Beach, Calif.

YOUR BEST BUY IS A **Fiber Glass** BOAT

More Data No., Ferro 202

Glass Magic Fiber Glass "Baymaster Deluxe" built by Marine Plastics, Inc., Fort Worth, Texas

OFFER THE ULTIMATE IN

Carefree Boating

Get on the "fiber glass" band wagon! Sell the boats that are out front in style, way ahead in ease of maintenance—tops in all-around performance!

Look at the terrific advantages fiber glass reinforced plastic construction offers your customers: *No painting needed because color is permanently molded in; no rotting, corroding or rusting; no damage from marine borers; leakproof, one-piece, seamless hull; greater strength than wood; high resistance to impact damage; easily repaired.*

You make a friend for good when you sell a man a "fiber glass" boat, for you've shown him the way to *carefree boating* without maintenance headaches and expense.

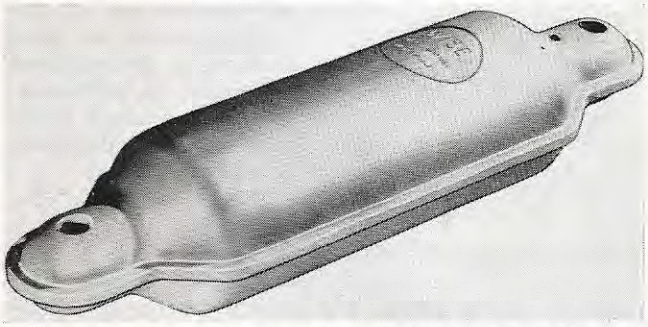
Fiber Glass Reinforcements for the boating industry are made by
FERRO CORPORATION, Fiber Glass Division,
Nashville 11, Tenn., and Huntington Beach, Calif.

YOUR BEST BUY IS A **Fiber Glass** BOAT

More Data No., Ferro 202

Griffith Rubber Announces Its 1957 Wise Fender and Neoprene Snubber Lines

WISE PNEUMATIC FENDERS are now available in a complete range of sizes to provide beauty and protection for all boats, from yachts to outboard runabouts. These tough, lightweight, gleaming white neoprene fenders are manufactured and distributed by Griffith Rubber Mills, Portland, Ore., manufacturer of a complete line of rubber marine accessories.



Shown above is Griffith's Wise pneumatic fender in gleaming white neoprene. The line is now available in a complete range of sizes for all boats — from yachts to outboard runabouts.

Wise fenders range in size from a hollow cylinder 2″ x 12″ Wise Jr. for small outboard craft to a large pneumatic 9″ x 30″ Seafarer for ocean-going boats. Three other pneumatic fenders are available for small to medium size craft. They are the Runabout Model which measures 3″ x 12″, the Yacht which measures 4″ x 16″ and the 5″ x 20″ Utility model.

Wise pneumatic fenders enclose an air cell that cushions shock, similar to the way an automobile tire cushions road shock. The gleaming white neoprene will not discolor, cannot mark or stain the boat hull, and is amazingly resistant to salt spray and sun. In emergencies, these pneumatic fenders can be used as life preservers because they float.

Newest additions to the Griffith Marine line are two neoprene snubbers. The small mooring snubber which is ½″ in diameter and measures 22″ in length, is tied into a section of the mooring rope to absorb jerks and jolts from wind and waves. By allowing slack in the lashing rope where the snubber is inserted, the amount of snubber stretch can be limited. This small snubber has been tested to withstand up to 1,000 lbs. pull and has a variety of uses, from mooring boats and seaplanes to lashing down cartop boats and tarpaulins.

The large Griffith anchor snubber is 2″ in diameter and 7 ft. long. Made of live neoprene, it is designed to absorb shock on an anchor line or tow line.

The Griffith Marine Line is sold nationally through hardware and marine stores. For more complete information, names of manufacturer's representatives, etc., write Griffith.

For More Information Write No. 1002 on "More Data Card"

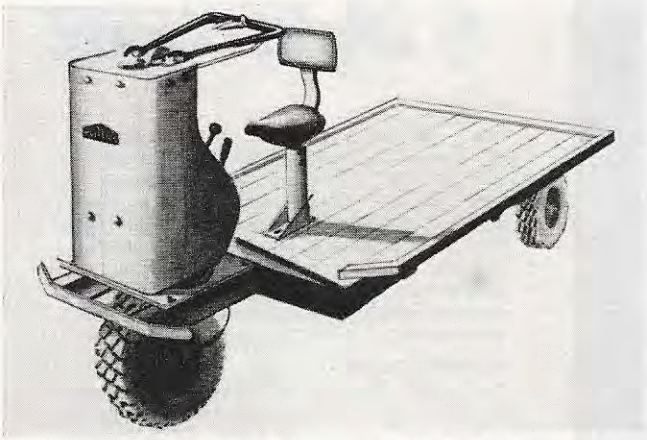
Corliss & Sons Open In Portland

ESTABLISHMENT OF THE CORLISS & SONS Boat Works at S. W. 185th Ave. and Sunset highway in Portland, Ore., is announced in a recent issue of the Portland, Oregonian. Head of the new firm is Fred Corliss, who has some 15 years' boat building experience in several shops, and he is taking the opportunity to initiate his sons — Harlan, 16, and Stanley, 10 — into the trade. The shop will turn out for local distribution through dealers Corliss-designed 16′ fishing and utility boats, some of which are equipped with cabins.

Low Cost Hauling Device Saves Time For Marina And Boat Yard Operators

BOAT YARDS and marinas that have hauling jobs involving short distances will find a new machine called the "Multiton-Excelsior" just the thing, according to its manufacturer, the Stokvis-Edera & Co. of Port Washington, N. Y.

Easy maintenance and simple design are combined in this low cost unit to provide a very practical answer to the numerous jobs of moving heavy objects about with ease. It has a load carrying capacity of up to 1,500 lbs. and is finding widespread use for hauling ice, trash, ropes and all types of gear from boat to landing locker or from place to place around the premises, says Stokvis-Edera.



The Multiton-Excelsior does outstanding job when used for short hauls around marinas.

This "truck" is powered by a 2½ hp Briggs & Stratton four-cycle engine and is said to be extremely easy on gas—consuming only one pint of gasoline per hour of operation. Its three speeds include forward and reverse. It has three wheel brakes, a low loading platform and is equipped with abrasion-resistant pnuematic tires. These are but a few of the unit's outstanding features.

In addition to the model shown, the Port Washington firm produces special-purpose body design to fit any specific applications.

For More Information Write No. 1003 on "More Data Card"

New Boat Building Firm Begins Production With 14' Skiff In Finished Or Kit Form

A NEW PARTNERSHIP called Skeetercraft Boats had its beginning in Alexandria, Va. in March, 1956. Formed by Selby G. Herr and Eero Oikkonen, each with 15 years experience in the U. S. Army Corps of Engineers as designers of stream-crossing equipment, the new firm began initial production with a 14′ flat-bottom skiff. This model is also available in kit form.

Called the Skeetercraft line, the craft are built of Harborite plastic-faced plywood. A special aluminum extrusion is used which forms the chines, stem and transom connections, sealing all plywood edges against contact with water, the designers relate. The boats boast a wide 58″ beam and are suitable for rowing or they will accommodate outboard motors up to 15 hp. Their simple design results in roomy, lightweight craft that will nest together for convenient storage.

Headquarters of the new firm is currently in one building with a second at another site being used for storage. As the company expands, new and larger quarters will be arranged, the owners advise.

Fiber Glass "Atlantic" Sloop, built by Cape Cod Shipbuilding Co., Wareham, Mass.

OFFER THE ULTIMATE IN
Carefree Boating

There have been a lot of reasons advanced for the tremendous popularity of "fiber glass" construction, but we think they can be boiled down to simply—

"*More fun—less work.*"

Sanding, scraping, calking, painting—have long been associated with fitting-out time, and so have come to be accepted by many as a necessary part of the sport of boating.

But many *more* folks have discovered that these traditional fitting-out chores aren't really the fun they're cracked up to be—that it's *lots more fun to be out in the water.*

This they can do in a "fiber glass" boat. No rust, no rot, no corrosion, no worm damage, no leaking. Color permanently molded in. *And far stronger than wood!*

Promote and sell boats made of fiber glass reinforced plastic. Your customers will thank you!

Fiber Glass Reinforcements for the boating industry are made by
FERRO CORPORATION, Fiber Glass Division,
Nashville 11, Tenn., and Huntington Beach, Calif.

YOUR BEST BUY IS A **Fiber Glass** BOAT

More Data No., Ferro 202

NOW... WINDSHIELD BRACKETS PLASTIC COATED IN GAY

COLORS

AT NO ADDITIONAL COST!

"FUL-VEW" WRAP AROUND

WINDSHIELDS

by Water Bonnet

DEALERS

Don't put it off! Send for Water Bonnet's list of standard "Ful-vew" windshields, made of heat formed 3/16" plexiglass. Windshields that are distortion free giving clear, yet increased vision with the '57 wrap around design and bright color trim. Customers will be attracted by this new personal touch at no additional cost to you. Watch those sales increase. Plan your future now and get in on early profits with "Ful-vew" windshields by Water Bonnet.

MANUFACTURERS

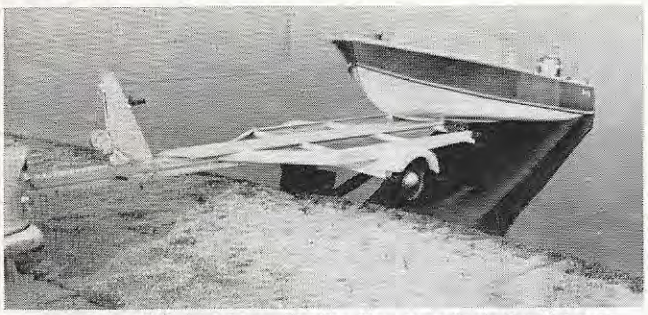
For added distinction to your boat send your specifications to Water Bonnet for a personalized windshield. Guaranteed workmanship and materials. May we serve you?

SEE YOU AT CHICAGO BOAT SHOW!

WATER BONNET MARINE PRODUCTS CORP.

P.O. BOX 6027 ORLANDO, FLORIDA

Speedway Trailers By Dunphy Compliment Firm's Boat Line



Dunphy's 1957 Speedway Trailer line now includes the new Model 100 Imperial and a host of new features.

Dunphy manufactures boat trailers as well as boats and the newest addition to its Speedway trailer line is the Model 100 Imperial. Features include full-length keel rollers in a deep channel, new stern rollers and retractable roller bunks. It has a built-in catwalk, uses 4.80 x 12" tires and has a bow support permitting low installation of the winch for high upward pulling power when loading large boats.

Also new is a device inside the bow support for locking boats in place during transit. This trailer carries 14' to 17' boats weighing up to 1,000 lbs. Various axle settings provide proper balance for the load.

Other Speedway trailers by Dunphy are a standard model with 500 lb. capacity, a Deluxe model with full keel rollers, catwalk and retractable roller bunk with 650 lb. capacity and a tamden trailer with a 1,300 lb. capacity.

For More Information Write No. 1193 on "More Data Card"

Joseph H. LeBlanc, Jr. Is Named VP Of Ta-Pat-Co's Southern Division

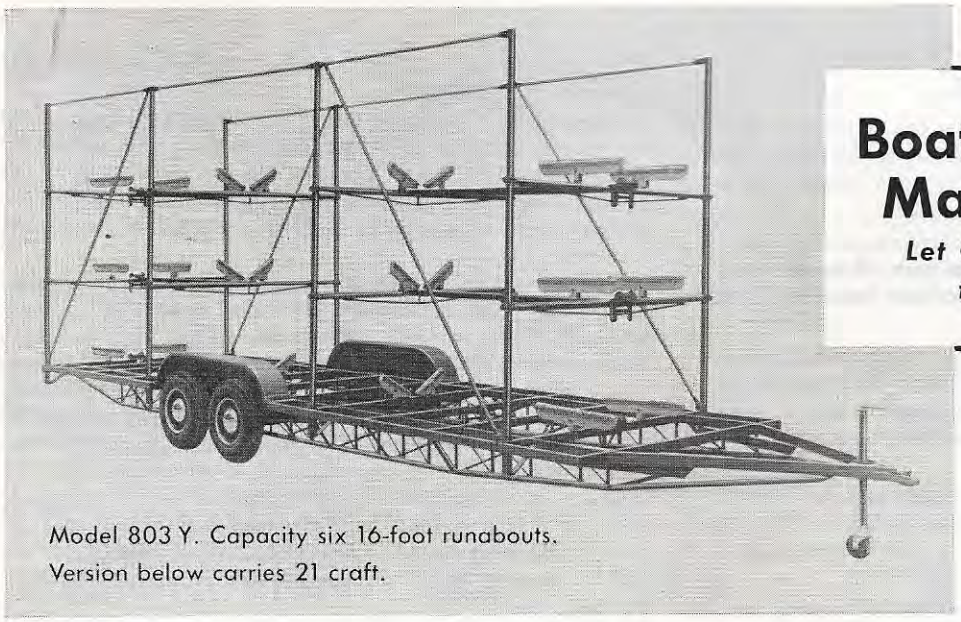
JOSEPH H. LeBLANC, JR. has just been promoted to vice president of American Pad & Textile Co.'s Southern division at New Orleans, La. According to the announcement emanating from the firm's main headquarters at Greenfield, Ohio, LeBlanc formerly was general manager of this division. American Pad & Textile is manufacturer of Ta-Pat-Co marine safety products, sleeping bags and other outdoor sports and recreation products.

Joseph H. LeBlanc, Jr.

LeBlanc was born in New Orleans and has lived there most of his life. He attended Tulane University, graduated in the college of Mechanical Engineering and is now a registered Professional Engineer in Louisiana.

After working several years for the Welding & Manufacturing Co., he joined the firm of Seaway Manufacturing Co. of New Orleans in 1951 as production engineer. In 1952, this company was acquired by American Pad & LeBlanc was appointed by Ta-Pat-Co as Southern Division general manager and assistant secretary. His success in directing all phases of the company's Southern program proves him well qualified to assume his new position.

More Data No., Water Bonnet 203



Model 803 Y. Capacity six 16-foot runabouts.
Version below carries 21 craft.

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Tell us your needs—Peterson Bros.' engineers will provide the answers, tailor-made for your purpose. Design and cost data available without obligation. Now is the time to plan for the season's early rush. Write NOW: Dept. F, Peterson Bros., Inc., Box 43, Sta. G, Jacksonville, Florida.

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Factories
Fort Wayne, Indiana
Jacksonville, Florida

See our four page Insert on Pages 225 through 228

Production Facilities At Gibbs Boat Co. Increased For Better Servicing Of Dealers

IN ORDER TO MAKE possible increased service to its dealers and distributors, Gibbs Hardware & Marine Co. in Toledo, O. has just completed new and enlarged production facilities. Not only does this move provide a much-needed means of better caring for its present dealers, but now makes it possible for the firm to accept new dealers in areas outside of those already served, say reports.

Gibbs' line of molded plywood boats is built from industrial hulls and are offered in many models.

Gibbs Boat Co. produces a complete line of molded plywood outboard boats which incorporates the use of "industrial hulls" from 14′ to 20′. There is a model for every customer requirement from a fisherman-type craft to a "hot rod", according to the builder.

One of the many outstanding features of the Gibbs franchise is that (to quote firm president, P. G. Gibbs) each dealer has sufficient territory so that he may enjoy volume business with our line and not find himself in competition with another Gibbs dealer within an hour's drive away.

For More Information Write No. 1004 on "More Data Card"

Roeder Florida Sales Representative For Crest Marine Hardware Co., Inc.

THE APPOINTMENT OF Edward Roeder, Jr., as its Florida sales representative has been announced by the Crest Marine Hardware Co., Inc., of San Francisco, Calif.

Vice-President Sanford M. Meltzer said Roeder — who lives at 2441 N. E. 27th Terrace in Ft. Lauderdale, Fla. — will be giving special attention to Crest's new Jet line of exclusively-designed matched chrome-plated hardware, without slighting any of the Frisco concern's other desirable products.

"The new Crest sales program", Meltzer revealed, "features full freight allowances on the regular cast bronze lines and drop shipments to dealers on orders meeting minimum requirements."

Sooner Boat Co. In Eldorado, Okla., Nearing Completion Of Its First Year

ALTHOUGH THE SOONER BOAT CO. won't be a year old until March, close to 150 boats have already been turned out from its production facilities in Eldorado, Okla.

Owner of the business, which is quartered in some 27,300 sq. ft. of floor space, is Harold Brownlow; he plans to step output of his molded plywood craft up to 500 or 600 during 1957.

Available in 13′, 14′, and 16′ lengths, his Sooner boats feature mahogany trim. Two-tone decks with white strips; upholstery; radios; lights; windshields, and steering are optional.

Brownlow employs Pettit paints and hardware by Jervis and Attwood in his production setup.

More Data No., Peterson Bros. 104

Bowers Battery & Spark Plug Co. Develops A "Finer Milled" Oxide

A NEW OXIDE developed by engineers of Bowers Battery and Spark Plug Co., Reading, Pa., reportedly makes it possible for boaters to increase battery ampere-hour capacity without sacrificing scarce space.

Space, of course, is an important factor in almost every marine battery installation. Sometimes lack of room forces boat owners to use lower ampere-hour batteries than they desire.

To lick this problem, says Paul E. Goodrich, Bowers marine division sales manager, a "finer milled" oxide has been developed by his company. The oxide is said to permit increased capacity to be built into more compact batteries.

The new, higher capacity Bowers batteries, which will be shown at the New York Boat Show in Booth C34, are available in all voltages and in a complete range of sizes to 1,020 ampere-hours.

Bowers offers a choice of six batteries for starting outboard motors. Each was specifically developed to meet the lightweight, compact requirements of the outboard owner with a starter-equipped motor.

Bowers BA series batteries for 12-volt starting have an aluminum container and cover protecting the hard rubber case. They're available in 29 and 39 ampere-hour sizes at the 20-hour rate. B series batteries are similar but do not have the aluminum container. There are three 12-volt batteries in the B series, rated at 29, 31 and 39 ampere-hours. For six-volt starting, there's the Bowers 130MH 100 ampere-hour battery, which is equipped with a handle.

Bowers claims 44 years of battery experience and lists a number of marine battery improvements developed through the years.

Among these improvements, the company says, is a corrosion-resistant grid material, said to add as much as 50% to battery life. Bowers reports development of hard rubber cases impervious to acid and resistant to damage from temperature extremes, vibration and sharp impacts.

Bowers batteries feature nonporous rubber, plastic and plastic-glass separators for added resistance to heat and cold. These are said to eliminate splits and pin-holes, which cause shorts. Their high porosity reportedly keeps ample acid always in contact with plates. They're designed to mold themselves to the battery plates to hold active material in place. Five-clad insulation is used on batteries designed to be subjected to strenuous use.

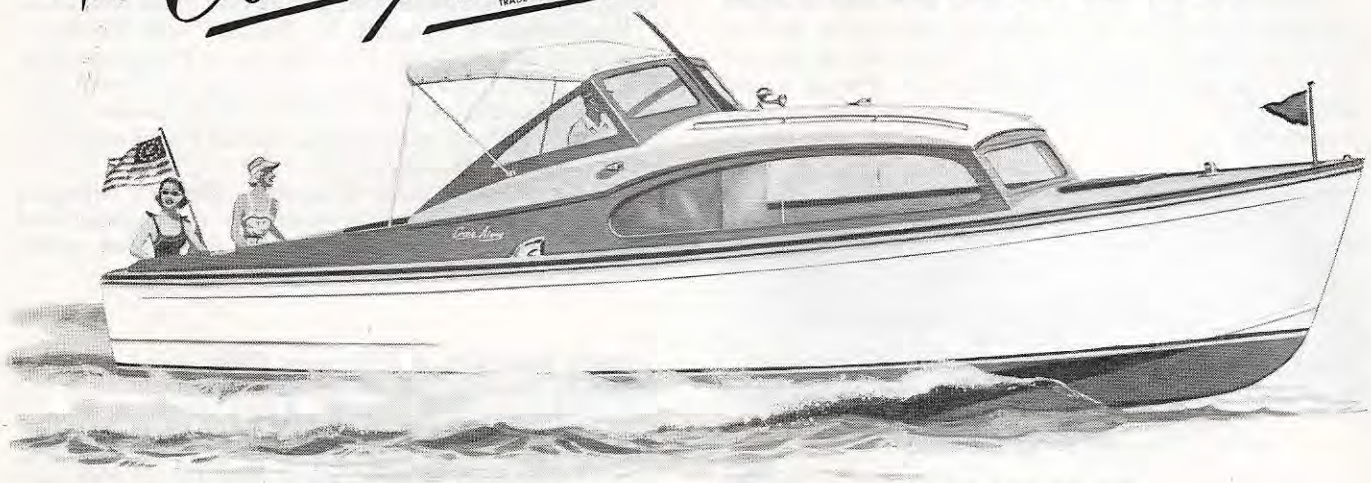
Other Bowers claims: Tougher sealing compounds that will not crack at low temperatures nor soften under high heat; permanent, acid-tight sealing, and oversize cell connectors to assure instant full power at heaviest starting loads.

For More Information Write No. 1005 on "More Data Card"

Boat Show Held In Large Tent At Nashville Gives Tennessee Boating Fans Real Thrill

THE LARGEST TENT BOAT SHOW ever to be seen in Nashville, Tenn. was held recently in connection with the opening of Shopping center on Gallatin Road. The show was held in a huge tent 40'x100' and included craft ranging in size from a 32' cruiser down to an 8' boat kit. A houseboat type cruiser was also scheduled for the show. Admission was free to all, giving all in attendance a chance to look over many of the most outstanding boats in the new 1957 line.

Cruis Along TRADE MARK EXPRESS 27



For the dealer who watches his sales-barometer!

Looking for that big profit rise? It's here in this luxurious Express cruiser that will out-perform anything you have to sell. It handles like a dream, takes the big waves smoothly, thanks to the design of its Super Hy-Plane Hull.* It has a roomy cockpit and apartment-like comfort in the cabin that sleeps four. The dinette turns into a double bed, the settee becomes an upper and lower berth. All this . . . plus full-sized lavatory, complete galley and five hanging lockers gives big yacht facilities to the most sales-appealing boat you have ever featured. We have a few protected franchises still open. If you are interested, write: M. M. DAVIS & SON, INC., Solomons, 3, Md. Boat builders for over 80 years.

*Super Hy-Plane Level Ride Hull combines best features of round bottom hull and fast planing V-bottom type.

More Data No., M. M. Davis 204

Woodtex Wood Plastic And Surfacer Added To Kuhls Elastic Products

MAKING PREPARATION TO WELCOME visitors to its booth at the upcoming New York Boat Show, the H. B. Fred Kuhls organization reveals it has added Woodtex Wood Plastic and Woodtex Surfacer to its line of pre-tested elastic products for the marine industry.

Two new products recently added to Kuhls line have wood-like texture.

Described as waterproof, weatherproof, and capable of working like putty, both the surfacer and wood plastic are available in natural, mahogany, cedar, pine, fir, oak, light oak, and teak; the former item is also offered in white.

As the name of the line implies, the Woodtex products boast virtual wood-texture in that they harden quickly; can be sanded to a smooth finish; tooled, turned, or cut like wood; will not crack or split, and will hold nails, screws, and other fastenings.

At the Kuhls booth, an expert consultant will be on hand at all times to discuss problems of preventing and eliminating leaks; laying canvas, and installing fittings.

Without charge, Kuhls will give away copies of its latest booklet explaining the nature and uses of all its products; one of the outstanding sections of the booklet is a drawing by a marine architect of the cross-section of a hull showing all parts and joints and such which are liable to cause trouble and expense if not sealed, repaired, and preserved.

For More Information Write No. 1006 on "More Data Card"

Roll-A-Float Is Easy To Launch Or Beach; Made In Several Sizes By Paragon Marine

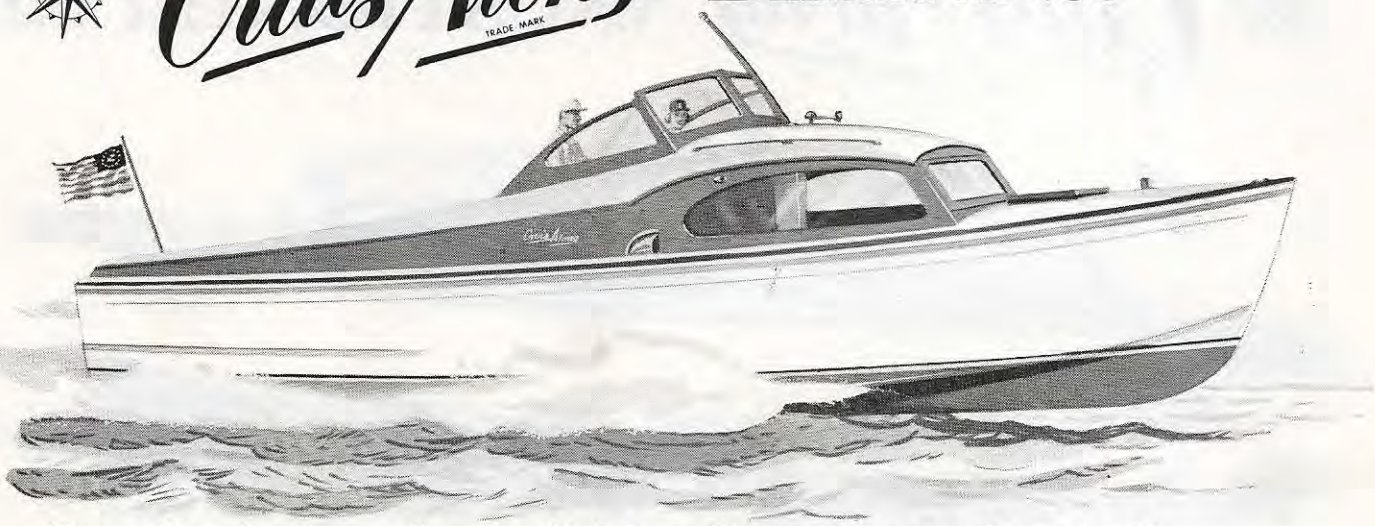
A UNIT THAT MAKES either an ideal swimming float or floating dock when used with a catwalk is being manufactured by the Paragon Marine & Supply Co. of Scranton, Pa. It can be rolled very easily in or out of the water without the efforts of several persons, says the producer.

The dock is made in standard sizes of 7'x8', 7'x10' and 7'x12'. Called the Roll-A-Float, the unit is supported by drum-type rollers (the number depending on the size chosen) with the drums being specially coated to resist rust. The axles are welded all the way through the drums lengthwise and turn in bearings which are welded to the support brackets.

Special orders can be made to any size required, for the floats are composed of sections which lend themselves to various formations, according to the manufacturer.

For More Information Write No. 1007 on "More Data Card"

Cruis Along TRADE MARK BIMINI 27



For the dealer who is fishing for sales excitement!

Designed to create a lot of buying enthusiasm among fisherman everywhere. This beautiful blue-water cruiser offers long range cruising with a gas tank capacity of 112 gallons and features the Super Hy-Plane Hull* that rides comfortably in even the roughest off-shore waters. This fishing cruiser has a large cockpit with a flush deck 13½ ft. long and the full width of the beam of the boat. The cabin has full headroom, two berths, completely equipped galley and roomy lavatory. Spacious, speedy . . . everything has been designed with your fishing customers in mind. We have a few protected franchises still available. For more information write: M. M. DAVIS & SON, Inc., Solomons, 3, Md. Boat builders for over 80 years.

*Super Hy-Plane Level Ride Hull combines best features of round bottom hull and fast planing V-bottom type.

More Data No., M. M. Davis 204

Porter-Cable Improves Routo-Jig; Attachments Give It Versatility

BESIDES SERVING AS A portable router or jigsaw, the Routo-Jig made by Porter-Cable of Syracuse, N. Y., has been converted into a multi-purpose instrument with the introduction of several low-cost and interchangeable attachments to be used with it.

Principal beneficiaries of the change, according to the manufacturing firm, are carpenters and others engaged in any trade which features cutting, jointing, or shaping of building materials.

With the proper attachments, the Model 140 Routo-Jig is capable of high-speed shaping, finish sanding, power planning, and dove-tailing; since the device's power AC-DC Universal motor—which turns a high-speed collet at the rate of 24,000 rpm—serves six tools, Porter-Cable points out that the owner saves the price of five power units.

All kinds of cut-out work — panel, curve or contour cuts, and sections of such material as wallboard or baseboard — is right up the Routo-Jig's alley, Porter-Cable affirms, and the high-speed cutter forces its own way through producing a clean edge which requires neither filing nor sanding.

Building tradesmen are regarded as certain to go for the tool's dadoing, rabbeting, rounding, profiling, and molding work, and a knowing selection of bits permits such fancy work as compound molding, veining, fluting, reeding, bevelling, V-grooving, and freehand routing from surface areas.

Orbital action permits the sander attachment to duplicate hand-sanding with very little effort, it is claimed, and the power plane is capable of fast planing from 0-1/16″, as well as bevels up to 30 degrees.

Weighing only four pounds and equipped with a cutter depth gauge graduated to 1″ in 1/16″ segments, the Routo-Jig is said to operate easily in any position and to last longer thanks to precision ball bearings.

A shaped handle with a trigger switch — the switch in turn equipped with a holding lock button — provides positive control, and an auxiliary knob guides the mechanism in awkward cutting positions. No need to worry about an overheated motor as the result of continuous operation, either . . . the Syracuse company has built large intake and exhaust vents into the device.

With the purchase of each new Routo-Jig, Porter-Cable is currently offering a certificate good for $20 toward the cost of the attachments.

Details on this Model 140 and all other electric tools in production at Porter-Cable are contained in a new 48-page catalogue available from the firm in Syracuse.

For More Information Write No. 1008 on "More Data Card"

Three New Engand Area Distributing Firms Will Handle Pleasure Craft By R. F. Shoup

THE RANSOM F. SHOUP and Company boat building concern with headquarters in Ahoskie, N. C. announces the appointment of three new East Coast distributors who will handle its line of pleasure craft. These are the Jesse F. White Company of Mendon, Mass., who will cover upper New England; Wheels, Inc., of New York City, whose territory will be comprised of lower New England, New York state and northern New Jersey, and the area composed of southern New Jersey and Pennsylvania will be under the supervision of Marine Equipment and Supply Co. of Philadelphia.

Cruis Along TRADE MARK VACATIONER 22

For the dealer who wants to complete the sale!

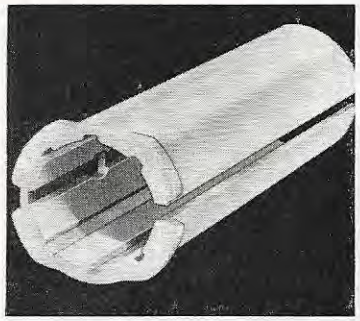
Wrap up that sale with the biggest little boat afloat, that has the largest amount of standard equipment ever offered in a cruiser of this size and price. Well-styled, wonderfully stable due to the Super Hy-Plane Hull.* And inside . . . real big boat comfort with two permanent berths and two removable berths and hard top that are available as extra equipment. A fully enclosed marine toilet, a completely equipped galley with alcohol stove, sink, running water, icebox and dry grocery compartment make this an easy-to-sell boat to the hard-to-satisfy customer. We have a few protected franchises still available. Write for information to: M. M. DAVIS & SON, Inc., Solomons, 3, Md. Boat builders for over 80 years.

*Super Hy-Plane Level Ride Hull combines best features of round bottom hull and fast planing V-bottom type.

More Data No., M. M. Davis 204

Nylined Propeller Shaft Bearing Is Offered Again To Country's Builders

IN ADDITION TO BEING a good bearing material, Nylon is said to be unaffected by salt water and therefore will not rust, corrode, rot or be attacked by electrolysis. Its resilience damps vibration and prevents pound-out. Nylon bearings perform well submerged in water and other liquids. These characteristics indicate that the material is highly suitable for marine use and for such reasons Thomson Industries, Inc. has developed a Marine Nylined Bearing with a compensation gap which is the unique feature of the industrial bearings the company produces.



..The Nylined propeller shaft bearing shown above isn't exactly new but an item that Thomson Industries, Inc. offers once more to the country's boat builders and later on to boaters.

The compensation gap principle reportedly prevents dimensional changes in the bearing bore which otherwise would result from expansion and contraction of the circumference due to moisture absorption and temperature variations.

As can be seen in the illustration, the bearing is also provided with longitudinal grooves or serrations which allow water to flow through the bearing. This flow cools and lubricates the bearing and also washes sand or other foreign matter through and out.

Because of abrasion resistance and resilience, there is negligible wear, says Thomson. Replacement of the bearing is effected without removing strut or shaft. Thinwall construction enables compact, low-drag strut hub design and a close fit makes for smooth operation and lower friction losses for maximum conversion of power to propulsion. The bearing's design-for-installation results in lower initial and replacement cost, too, says the Manhasset, N. Y. firm.

At present Nylined propeller shaft bearings are only furnished in production quantities for the requirements of boat builders. However, a line of standard sizes will soon be made available for individual boat owners.

For More Information Write No. 1009 on "More Data Card"

Connecticut Distributor For Higgins Is Joseph M. Batallion Co., Windsor

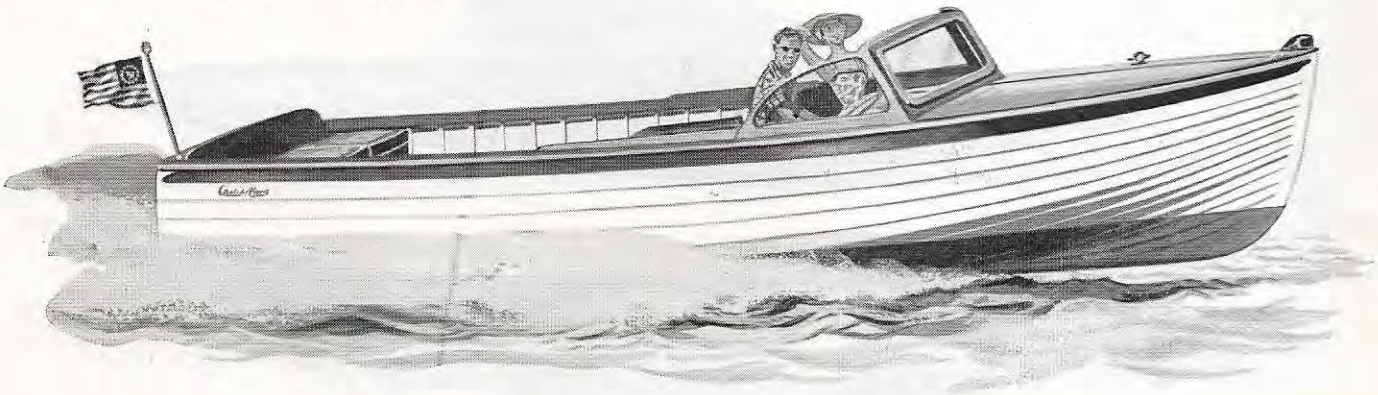
ANNOUNCEMENT OF THE APPOINTMENT of the Joseph M. Batallion Co. as Connecticut distributor for the entire Higgins Marine fleet was carried in a recent edition of the Hartford Times.

The company, located at 330 Poquonock Ave. in Windsor, Conn., boasts dealers in every principal town in the state, and carries such marine merchandise as moulded fiberglass boats and Evinrude and Scott-Atwater outboard motors.

The company maintains facilities to overhaul and repair all makes of marine engines and outboard motors, and soon expects to convert an adjacent three-acre section into a sheltered boat parking and storage lot which will accommodate as many as 200 craft.

During the boating season, boats can be left for complete servicing on an around-the-clock basis.

Cruis Along TRADE MARK BUCCANEER



For the dealer who likes speedy sales action!

The clinker-built boat that sells on sight, for it's rugged, seaworthy and good looking. Terrific speeds up to 33 miles per hour depending on the engine your customer will choose. Ideal for the fisherman, perfect for the family man, it's designed to give a dry and level ride in open waters. It's 19 ft. long with a 7 ft. beam and will out-perform any boat of its size, price and class. The large cockpit has stern seat and room for fishing chairs. There are two steering positions, a stern tiller and forward wheel. Engine box is hinged and insulated. Extras include marine head, fish tank, navy top, side curtains and cockpit cover. A number of valuable protected franchises are open to the right dealers. Write: M. M. DAVIS & SON, INC., Solomons, 3, Md. Boat builders for over 80 years.

More Data No., M. M. Davis 204

Stay-Tite Products Have Several New Items Available To Boaters

STAY-TITE RECENTLY announced the development of Rubber Caulking Compound — a neoprene based product. The new material is white in color, is not harmed by sunlight, water, oil, or gasoline and requires no mixing. Stay-Tite Products Co. reports that it shows excellent adhesion to wood and metal; and is recommended for use in deck and hull seams. Rubber Caulking Compound is easily applied with a putty knife or gun and sands readily to clean up excessive applications, says the Cleveland, Ohio firm.

The picture above clearly identifies the products it illustrates. All that really remains is to say that they are available now to the boating trade and public alike.

Stay-Tite also manufactures a liquid neoprene sealer called All Seal, a popular priced Marine Caulking Compound, and a complete line of glues and cements for the marine industry.

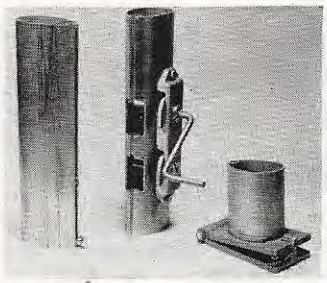
A new liquid neoprene sealer has also been developed by Stay-Tite Products Co. The new product comes in white, black, and mahogany colors. Because of its neoprene base, All Seal is not harmed by water, oil, gasoline, or sunlight. It is recommended as a sealer and a wood to wood adhesive in building and repairing boats. All Seal sands readily to clean up excessive applications. Stay-Tite also manufactures a popular priced Marine Caulking Compound, and a complete line of glues and cements for the marine industry.

For More Information Write No. 1011 on "More Data Card"

Three New Fittings For Its Spars Introduced By Zephyr Products Firm

FOR USE IN CONJUNCTION with its array of aluminum spars, Zephyr Products, Inc., of Wareham, Mass., has produced a number of new fittings.

One of the '57 fittings is an internal halyard winch for the main and jib; its drum capacity for the #3 mast section is 33′ of 3/32″ wire.



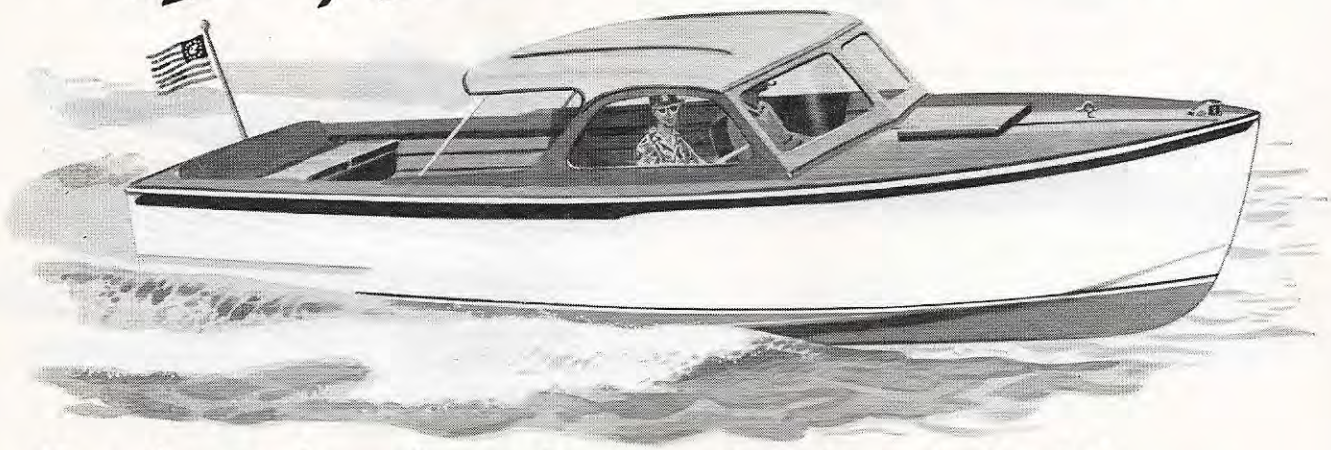
Three new spar fittings by Zephyr Products, Inc.

For skippers who don't care to use the bulky tabernacle for lowering their masts when passing beneath bridges, Zephyr offers a hinged deck fitting to accommodate the regular mast step.

And for sail-lowering without removal from the mast, the Wareham concern presents a sail toggle or slide; attached to the bolt rope of the sail much as is the conventional sail slide, the device consists of a ball which travels inside the mast's sail groove.

For More Information Write No. 1012 on "More Data Card"

Cruis Along TRADE MARK ANGLER 22



For the dealer who is looking for the solid sale!

Sell them solid comfort in a fishing boat with a hard-top to shade them from the sun . . . shelter them in a shower! Sell them speed in a boat that will take them to the fishing grounds in a hurry at speeds up to 32 miles per hour depending on engine selection. A safe, sure sea boat that features the Super Hy-Plane Hull.* It has a spacious cockpit with two steering positions, stern tiller and forward wheel. Up forward . . . there are two quarter berths and extras include a marine toilet, side curtains and cockpit cover. We still have room for a few protected dealerships. For further information write: M. M. DAVIS & SON, INC., Solomons, 3, Md. Boat builders for over 80 years.

*Super Hy-Plane Level Ride Hull combines best features of round bottom hull and fast planing V-bottom type.

More Data No., M. M. Davis 204

Cris-Wood Boats For 1957 Promise To Be Better Than Ever

Cris-Wood Boat Co. of Seekonk, Mass. and Barrington, R. I. will be vying for its share of the nation's boat sales this year. But much of its success depends on Industrial Shipping's ability to supply the firm with molded plywood hulls. The Nova Scotia hull building firm had a disastrous fire last year which temporarily crippled its production. Industrial Shipping supplies plywood hulls to many of the nation's custom and stock builders.

This shows Cris-Wood's 14′ Corvette in action. The craft is one in a plywood line of runabouts of from 11′ to 16′.

The Massachusetts company, owned by Leo J. Bourgault, turns out birch-craft molded plywood runabouts in lengths of from 11′ to 16′, with 18-footers available on special order.

Queen of the Cris-Wood fleet is the Corvette. This model is made in all sizes and is available in customer-selected upholstery colors, according to Bourgault. The Corvette, shown in the accompanying illustration, features a panoramic windshield, an abundance of shining hardware and a center deck.

Like others in Cris-Wood's line, the Corvette is said to be fast, sturdy, safe and comfortable. They are capable of handling the increased horsepower now available from motor manufacturers.

For More Information Write No. on "More Data Card"

Michigan Marine Motor Co. Offers Quartet of Motors For 1957

Engineered so that vibration is kept at a minimum, four marine engines comprise the output for 1957 of the Michigan Marine Motor Co. of Coldwater, Mich.

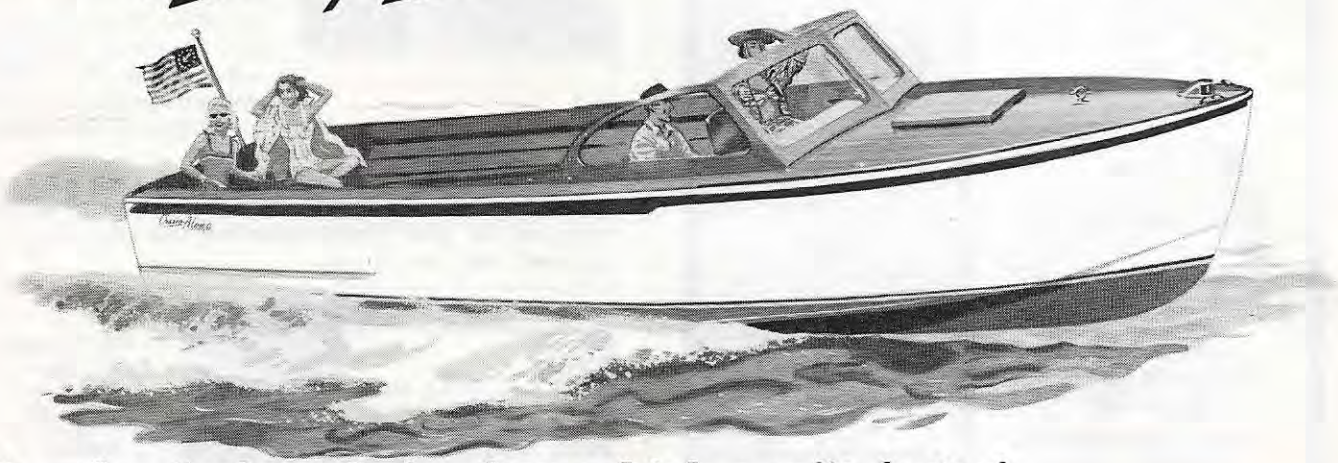
The quartet consists of: the four-cycle Senior Twin, the original engine in the company's line which is made for use with utility boats, auxiliaries, and small commercial and pleasure fishing craft; the 300-pound Junior Four and the 425-pound Senior Four, and the compact Senior Six for powering medium runabouts up to 22′ and utility boats and cruisers to 30′.

The company's Senior Twin is said to be the only small marine engine whose oil is cooled by special fins in the aluminum oil pan, and high grade marine bronze water pump, water lines, and water jacketed exhaust manifold make the entire water system salt water resistant.

All four Michigan Marine engines come complete with a starter, generator, and reverse gear, and 2 to 1 reductions are available at extra cost. Accessories obtainable from the Coldwater concern include a set of four rubber mounts for any model; individual ampere, oil, and heat gauges for the Senior Twin and the Junior four, and a complete instrument panel with a cable for the two remaining Seniors.

For More Information Write No. 1195 on "More Data Card"

Cruis Along TRADE MARK SPORTSTER 22



For the dealer who's after a high profit faster!

Here's the boat you need . . . and it has all the speed to capture the interest of your boat customer. A spacious open day boat that guarantees the level-best ride in even choppy waters. Built on the famous Super Hy-Plane Hull,* it goes at lightning speeds up to 32 miles per hour depending on engine selection. Roomy cockpit, two steering positions . . . a stern tiller for inlet running and trolling and a forward wheel. The engine box is hinged and insulated; up forward there are two permanent quarter berths and stowage space. Extras include marine toilet, navy top, side curtains, cockpit cover. There are a few protected dealer franchises open. For further information write: M. M. DAVIS & SON, INC., Solomons, 3, Md. Boat builders for over 80 years.

*Super Hy-Plane Level Ride Hull combines best features of round bottom hull and fast planing V-bottom type.

More Data No., M. M. Davis 204

51 Foot Cruiser

or 15 Foot Runabout...

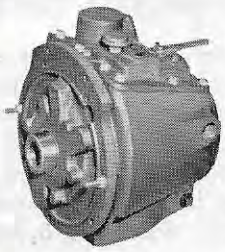
Whether it be a short hop or deep sea cruise, whether the motor be 20 or 200 H.P., one thing is certain and has been for more than half a century — when the engine is Paragon equipped, boat owners enjoy the best possible assurance of maximum power with ease of control.

Engine manufacturers know this too. That's why the leaders depend on Paragon, the most efficient and reliable in Marine transmissions.

If you attend the show in New York be sure to visit us at Booth C73.

Paragon Gear Works, Inc.
Taunton, Mass.

Top Performers Depend on Paragon!



Paragon
HYDRAULIC AND MANUAL TRANSMISSIONS
REVERSE AND REDUCTION GEARS

New Filtr-Funl By Bowen Mfg. Co. Does Double Duty As Extra Bobber

A FILTER FUNNEL made of a new plastic can do double-duty as an extra bobber.

It's the "Filtr-Funl," a product of Bowen Manufacturing Co., Villa Park, Ill.

T. R. Bowen, the manufacturer, says the funnel is unaffected by salt water, non-corrosive, rustproof and virtually unbreakable. It's made of a plastic substance used by the armed services in Arctic regions because it does not become brittle even at extremely low temperatures.

The bright red filter funnels have stainless steel filtering inserts so fine, says Bowen, that the material is almost invisible when held up to light.

Designed for filtering fuel, primarily, the Bowen products also serve for filling dry-charge storage batteries, providing the spout is cut off so as not to touch battery plates.

Several sizes of "Filtr-Funls" are available. There are half-gallon and quart sizes for large motors, eight ounce models for smaller outboards and a two-ounce one for use with lamps and stoves. Extremely light (the half-gallon model weighs less than four ounces) the funnels float and reportedly function well as fishing bobbers.

For More Information Write No. 1013 on "More Data Card"

New Representative For Western Division Chosen By Crest Marine Hardware Co., Inc.

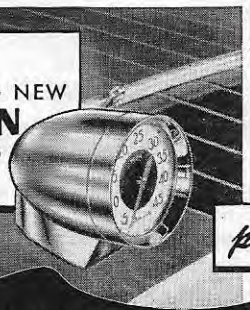
A LEADING MANUFACTURER of marine hardware, Crest Marine Hardware Co., Inc. in San Francisco, Calif., has announced the appointment of a new western division representative. His name is Joe Conners and his territory will include the area covered by the 11 western states, according to firm president, Howard B. Lubarsky.

Joe Conners

The representative organization headed by Conners is well known throughout the boating industry, states Lubarsky, for the 16′ runabout called "The Fish Bag" which he pulls over many miles of highway is a traveling billboard advertising the many lines which he represents.

Conners, whose family lives in San Francisco, reports that there is much enthusiasm among jobbers living on the West Coast regarding this new Jet-Line hardware and its future.

See THE DAZZLING NEW DOLPHIN DECK MOUNTED SPEEDOMETER



. . . AND THE MANY OTHER SMART Airguide MARINE INSTRUMENTS

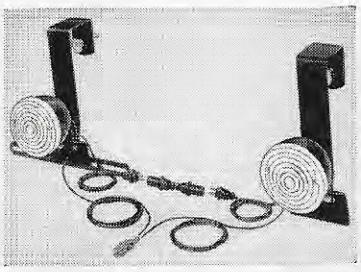
page 153

. . . AND WE'LL BE SEEING YOU IN PERSON AT THE
NEW YORK Booth D 111 - 112
CHICAGO Booth 784 and 785
SAN FRANCISCO Booth 95
BOAT SHOWS
AIRGUIDE INSTRUMENT COMPANY, CHICAGO 47, ILL.

More Data No., Paragon 205 and Airguide 71

Boat And Trailer Safety Signal Lights Now Being Produced By Cincinnati, O. Firm

A NEW UNIT CALLED the Highway Safety Turn-Signal Set and designated by the manufacturer as #156 is now being introduced to the boating trade by the Boat Lighting and Equipment Co. of Cincinnati, Ohio. Its function is to protect both boats and trailers while enroute either in daylight or at night.



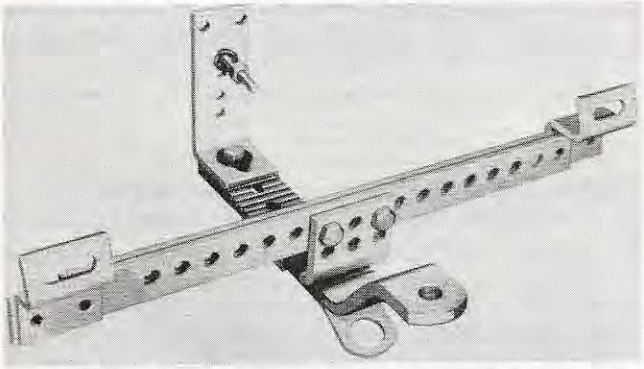
Highway Safety Turn Signal Set 156

The unit operates in connection with the turn signals, stop lights and tail lights of the towing car. It is attached to the boat by clamping it to the extreme corners of the boats' transom. Placed in this position the light is clearly visible at all times in contrast to placing such a unit on the trailer where its visability is limited, says the maker. Likewise, it is safely out of the water when the trailer is immersed for launching the boat preventing any deterioration of the lights from the water.

While the mounted lights are very rigid and resistant to vibration, the firm reveals that they are simple to install and easy to remove. Even when the boat is not loaded on the trailer, the unit can be just as easily attached to the trailer, it is said.

For More Information Write No. 1014 on "More Data Card"

New Atwood Hitch Fits More Than 180 Different Cars And Station Wagons



This is an Atwood trailer hitch. It'll fit, according to Atwood Vacuum Machine Co., more than 180 cars and station wagons.

A UNIVERSAL BOAT and utility trailer hitch which fits over 180 cars and station wagons from 1949-1957, has been announced by Atwood Vacuum Machine Co., Rockford, Illinois.

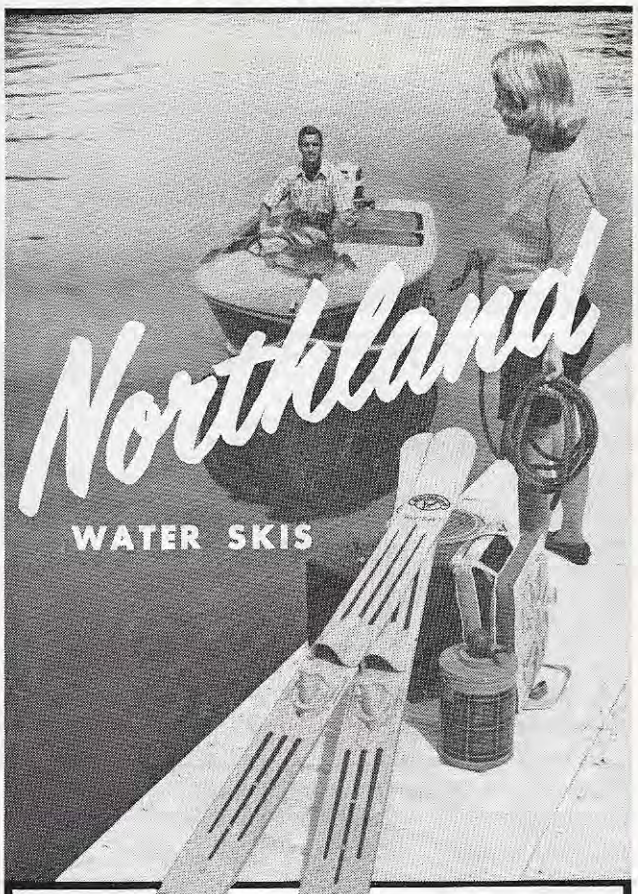
The manufacturer claims the new hitch is easily assembled and can be installed in 15 minutes. This versatile unit is of all steel construction and consists of only six parts.

No holes need be drilled. All adjusting members are securely fastened by serrations. The load is not carried by the car bumper since the hitch cross members are fastened directly to the car frame.

The hitch is reported to be far superior in engineering and design than any ever before offered in the boat and utility trailer field. The manufacturer claims it will safely pull a boat, utility, and camp trailer up to 3,000 pounds.

For More Information Write No. 1015 on "More Data Card"

Sure Performance in the water... Sure Profit in the store



As world's largest ski manufacturer for over 45 years, Northland now offers you new avenues to profit in a complete line of quality equipment for Water Sports.

Northland Water Skis are produced in conventional and banana style types to suit the needs and pocketbooks of every devotee of this fascinating sport. All models are of select mountain grown White Ash. Designs and craftsmanship are of the finest. Finishes are strikingly beautiful and very durable. The adjustable bindings are of Top quality.

An Aquaplane, a Flying Saucer and Tow Ropes of Manila or Nylon are included in the line of Northland Water Sports equipment.

See us at Chicago Motor Boat Show, International Amphitheatre, Chicago, Feb. 8-17, Booth No. 83.

NORTHLAND
SKI MANUFACTURING CO.
St. Paul 14, Minn., Dept. 22, Laconia, New Hamp.
WORLD'S LARGEST SKI MANUFACTURERS

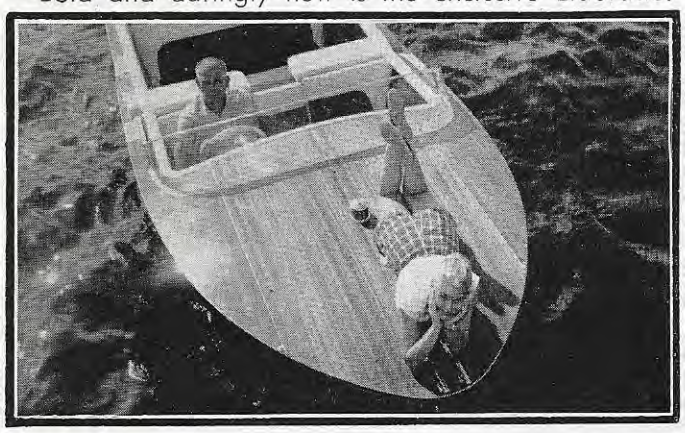
More Data No., Northland Ski 206

to you who take pride in personal possessions

***To own a Borum** is more than just a sign that you treasure the beautiful. It is to recognize the creative ingenuity and technical achievements that made the Borum name synonymous with perfection.*

1957 STARCHIEF is a sleek fifteen footer,

Bold and daringly new is the exclusive Eldorado.



OTIS C. BORUM BOATS, INC.

BOX 1164 JACKSONVILLE FLORIDA

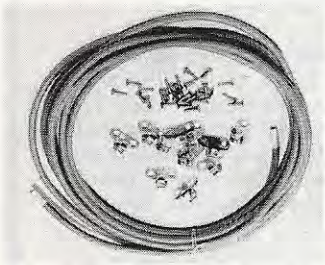
Be sure to write Dept. M-1 for complete information on 1957 line

send for free catalog

Elliot Clarke Firm Of Lyme, Conn., Announces Some Products For 1957

FOUNDED NOT QUITE A YEAR AGO by an erstwhile photographer and yachtsman for the manufacture of marine wares of his own design, the Elliot Clarke organization of Lyme, Conn., will offer a number of products on the '57 market.

Newest of Clarke's designs is a pilot roller for marking courses and estimating distances on a chart; the black anodized aluminum roller stretches 20″ from rubber tip to rubber tip, and the scribed rings along it are a mile apart on the 1/80,000 scale coast chart.



This elastic sail stop kit is but one of many marine wares by Elliot Clarke.

Designed to ease the pull on anchor lines, Clarke's Sea-Snubs are attached to the lines and reduce jolting, strain, and tripping. Most of the punshiment is absorbed by strands of ½″ shock cord, and the products are fine for slip-mooring for they assertedly pull boats away from the dock after their passengers have stepped ashore.

Suitable for boats with a boom of 21′ or less are an elastic sail stop kit and a new jib and jigger kit; both, Clarke contends, are in a convenient price category.

Within a few months, the Lyme factory is planning to introduce an aluminum device for mooring dinghies and small outboard runabouts alongside floats and docks . . . a device which will allegedly keep the craft fended off and free from rubbing and chafing dangers.

For More Information Write No. 1016 on "More Data Card"

Nautical Items Both Necessary And Decorative Now Available On Wholesale Basis From Lighthouse

SEVERAL DECORATIVE plastic plaques useful and interesting to pleasure boat owners are now being offered on a wholesale basis by The Lighthouse, Inc. of Plymouth, Mass. Primarily a retail mail order concern, The Lighthouse offers several of the most popular marine items in its catalog to marine dealers, and quantity orders will be promptly filled.

Four color plaques of international code signals measuring 5½″ by 8″ are completely sealed in plastic and may be mounted outdoors if desired. Holes are drilled in each corner and four brass chrome plated mounting screws are included. Similarly presented are storm warning plaques, single letter signals and the new phonetic alphabet, all official and easily read for quick reference.

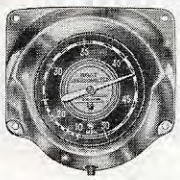
Especially designed items for the galley and head are crystal clear plastic fixtures which are strong, light in weight. Glass holders in three sizes, soap dish and towel bar are equipped with chrome plated brass screws for mounting. For keeping one-quart fire extinguishers readily accessible, The Lighthouse recommends its plastic holders mounted in danger areas on boats. It holds firmly yet the extinguisher may be snapped out in an instant in case of fire.

For More Information Write No. 1017 on "More Data Card"

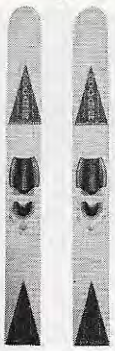
More Data No., Otis C. Borum 207

YOU, TOO, CAN NET...

INEXPENSIVE, ACCURATE SPEEDOMETERS



. . . much wanted items by most all boating fans. 6 models. The Deluxe, Modern Vizor Model 200, at left, registers 10 to 50 MPH. Chrome case, bronze movement accurate within 1%. Complete with pitot tube and 14′ of plastic tubing. List price $10. 3 models of instrument panels available.



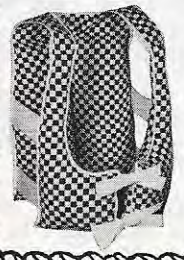
THE GREATEST OF ALL SKI BARGAINS

Full size, light, tough, buoyant and fast. 7-ply moulded plywood, waterproof adhesive, finest nylon and vinyl plastic foot fittings, No. 94 are skis anyone would be proud to own and they sell for just $24.90. Also less expensive models and ski kits.

HANDSOME EXTRA PROFITS *with* MICHIGAN'S EXCELLENT LINE OF BOATING ACCESSORIES!

If you are a bona fide marine or sporting goods dealer or operate a yard you automatically qualify as a Michigan dealer, privileged to handle MICHIGAN'S fast-selling, highly profitable line of boating accessories. You can purchase at the uniform, established dealer discount. You enjoy prices that give you an edge on competition, national advertising, numerous sales and engineering helps and the backing of a company with a 54-year-old reputation for fair and square dealing. Don't miss this opportunity. Write, today, for catalog and details.

MICHIGAN WHEEL COMPANY
GRAND RAPIDS 3, MICHIGAN



SKI JACKETS AND CUSHIONS

Sell readily to all sensible skiers, and boat owners. All are Coast Guard approved, designed for safety, comfort, and attractive appearance. $4.00 and up.

• LUSTROUS CHROME BOAT FITTINGS

All types of pulleys, lifts, cleats, rope guides, bow handles and all the other fittings to deck out your boat in style. STEERING WHEELS AND STEERING ASSEMBLIES, WINDSHIELDS, HEADLIGHTS, BOAT COVERS, ETC.

(As advertised in leading boating magazines)

Sea-Lawn Fishing And Boating Gear Improved For '57 By Long Beach Firm

ADDITION OF AN ALUMINUM folding pilot seat and a special Sea-Skiff fishing chair to its line of merchandise for 1957 is announced by the Sea-Lawn Products Co. of Long Beach, N. Y.

Not only are there more and better aluminum fishing chairs in prospect for Sea-Lawn customers, but an impressive array of gimbals, rods, and glassholders for the company's chairs is also on the market.

The new fishing chair mentioned above is especially aimed at owners of Chris-Craft Sea Skiffs, for it is made to fit into a floor area of only 17½″ by 26″ and over storage boxes . . . anywhere space is at a premium, in short.

New fishing chair does double duty as deck chair.

Fashioned of heavy-gauge aluminum, with rubber-tipped feet and brass chrome plated swivel gimbals, the chairs can be had in a solid or two-tone choice of red, yellow, blue, green, white, or brown Firestone plastic webbing.

The same color options are available with the 131-B stationary fishing chair and the 123-F folding utility fishing chair; brown is omitted from the color sequence with the 131-C deluxe swivel fighting chair.

Besides the models of Revere aircraft aluminum, Sea-Lawn has available fishing chairs and boarding ladders of mahogany; outriggers; Telescope marine and deck chairs, and Scott Port-a-fold boat seats.

For More Information Write No. 1018 on "More Data Card"

Expanded Line Of Hardware & Fittings Catalogued By Ritter For 1957 Selling

RITTER MARINE HARDWARE and fittings, for many years a highlight in the National Motor Boat Show, will be displayed again in January at Booth C-5, at the New York Coliseum with many new items and improvements of interest to dealers and boat owners as well. At the Ritter booth, visitors will also find the new 1957 catalogs in which all new items are illustrated and well explained, as well as the old standbys.

Fine bronze and aluminum boat fittings manufactured by Ritter Marine Mfg. Company of New York include all the popular items plus some exclusive to Ritter.

For More Information Write No. 1019 on "More Data Card"

Marine Items And Matched Colors Featured In 1957 Minit Spray Product Line-up

THE YEAR 1956 chalked up a marked increase in the demand for Spraint products of the Minit Spray Corp. of Chicago. F. T. Day, sales manager, announces the addition of several new marine specialty items and the acquisition of new manufacturing facilities in the Chicago area.

Spraint marine finishes are supplied in factory matched colors for the major outboard and trailer manufacturers. New Marine specialty items for 1957 include a fire extinguisher particularly suited for small boats, pint-packaged aerosol degreaser, an efficient engine cleaner and Bos'n air horn fuel.

For More Information Write No. 1020 on "More Data Card"

More Data No., Michigan Wheel 208

like thousands of water-skiers will be doing this summer . . .

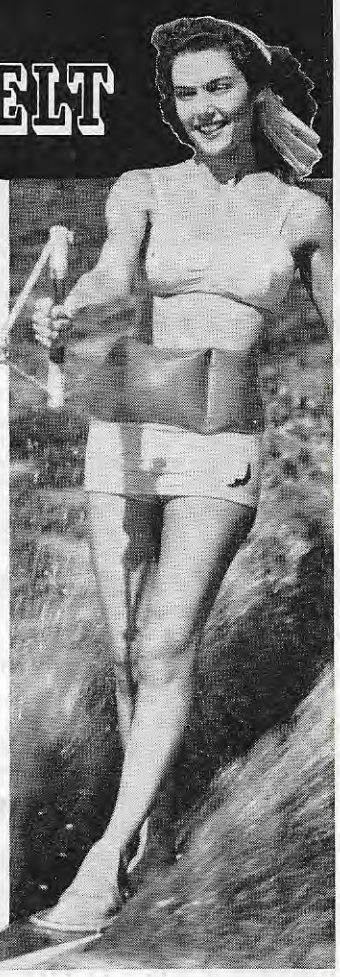
SHE'S WEARING *an*

IBSEN AQUA-BELT

BY

PLASTIMAYD®

America's *First* low-priced water-ski belt . . .



designed by DON IBSEN world's *First* water skier!

$195

Waist Sizes: SMALL, MEDIUM LARGE

Color: Safety Yellow

The IBSEN AQUA-BELT is light, comfortable, and streamlined for freedom of action. Won't rub, chafe, shrink or stretch. Can be worn over or under the clothing. Easy to put on and take off . . . even when wet!

Inflates by mouth, holds air indefinitely. Sturdily made of Bakelite "KRENE" material that won't mildew, rot or waterlog. Stays attractive even after constant use. Folds compactly, easy to carry in kit or pocket.

Ideal for water skiers, swimmers, boaters, sportsmen, children. Priced so low every family can afford to be well equipped.

Write for catalog and nearest jobber.

PLASTIMAYD PRODUCTS CORP.
931 S. E. SIXTH AVE. • PORTLAND 14, OREGON

More Data No., Plastimayd 209

Roy Rogers Is Named Yellow Jacket Vice President And Board Chairman

SO PLEASED WAS FILM and TV star Roy Rogers with his first Yellow Jacket boat that he bought a part of the company and is now Yellow Jacket's board chairman and vice president.

R. A. McDerby, president of Yellow Jacket Boat Co., Inc., announced Rogers' financial interest in the boat company in December at Denison, Texas, headquarters of the firm.

Film and TV star, Roy Rogers, assumes a new role. He's been named vice president and board chairman of the Yellow Jacket Boat Co., Inc. following his purchase of an interest in the company. He's pictured here with firm president, R. A. McDerby, getting the "feel" of Yellow Jacket's new Coronado inboard.

A veteran boat racing enthusiast, Rogers became interested in the company after winning four races in a row with his first Yellow Jacket boat. Races he has won in a Yellow Jacket include the Catalina Channel Derby and the Malibu Beach Marathon.

"I first thought of lining up a distributorship or dealership for Yellow Jackets on the West Coast," Rogers explained. "Then I learned there was a possibility of buying the interest of McDerby's former partner, Lee Seibert of Kansas City." Negotiations were then started that resulted in the sale of Seibert's interest to Rogers.

Commenting on his association with the boat manufacturing firm, Rogers predicted a tremendous future for Yellow Jacket and the entire boating industry in the next few years.

"In the last five years, the industry has grown by leaps and bounds," he said. "An important reason for this growth," Rogers explained, "is that modern boats like the Yellow Jacket are designed not only for performance, but also for comfort, ease of handling and safety."

Nordberg's Gas Engine Division Purchased By Universal Motor Co. Of Oshkosh, Wis.

AS OF NOVEMBER 14, 1956, the Universal Motor Company of Oshkosh, Wisconsin purchased all of the assets of the gasoline marine engine division of the Nordberg Manufacturing Company of Milwaukee, Wisconsin.

Universal's plans call for continuing the "Nordberg" line as a separate division. These engines in the future will be manufactured in Oshkosh, Wisconsin.

Norman Wuotila, the Nordberg service manager, is moving to Oshkosh immediately to help carry on the operations of this new division for Universal, continuing Nordberg's former policies dealer organization, prices and line, with the general cooperation of Clyde

(Continued on page 419)

UNIVERSAL *(Continued from page 418)*

Smith of Universal. In addition, the following staff people also are moving to Oshkosh on a temporary basis for a period of three or four months to help establish this new division. They are H. E. Fellows, formerly manager of this division, and Harold Griswold, assistant manager.

Nordberg is one of the world's leading manufacturers of large diesel engines, mining, crushing, and railway maintenance equipment, employing 3,500 people. Increased requirements for production facilities for Nordberg's major products made the sale advisable.

The Universal Motor Company is one of the nation's oldest manufacturers of marine engines, having been founded in 1898, and is said to have the largest and most modern manufacturing plant in the industry devoted to the manufacture of gasoline marine engines.

Universal guarantees to continue to service all "Nordberg" gasoline marine engines out in the field, and within a matter of weeks, expects to give such service on a "same day" service basis.

Greater Jacksonville Fair And Boat Show Held Last Fall; Attracts Over 100,000

MORE THAN 100,000 PERSONS attended the first autumn Jacksonville (Fla.) Boat Show, held from Oct. 25 to Nov. 3 as a feature of the Greater Jacksonville Fair.

Holding an autumn boat show was described as an experiment to determine the amount of interest shown both by exhibitors and by the public in a "preview" display of 1957 models. Howard Peterson, sales manager of the Gator boat trailer firm and chairman of the boat show committee, described results as "gratifying" and said that as a result an autumn boat show may become an annual feature at Jacksonville.

Marine equipment exhibitors included both dealers and manufacturers. Among craft unveiled to the public for the first time were newly-developed cruisers by Thunderbird, Swift and Holiday. Manufacturers whose 1957 outboards were displayed included Evinrude, Johnson, Mercury, Scott-Atwater, Buccaneer, Fageol, Wizard and Neptune.

In keeping with the trend in the South, a high proportion of the outboard boats displayed were in the 16′ to 18′ range of light cruisers and semi-cruisers and large, broad-beamed runabouts.

A two-mile long parade, featuring mostly boats, was held in the downtown section on the opening day of the fair. Interest in the boat show was further stimulated by a series of races for family-type craft, in Jacksonville's Trout River.

An unusual feature of the parade was six Gator trailers coupled in a continuous line, extending more than a hundred feet. Although parade marshals and police had doubts as to whether the six-trailer line would be workable, it turned the 90-degree street corners without difficulty.

Among boats exhibited at the show were Yellow Jacket, Lyman, Lone Star, Glasspar, Chris-Craft, Aquaflit, Barracuda, Coronet, Maid O' Quincy, Borum, Carter Craft, Thompson, Molded Fiber Glass, Thunderbird, Stafford, Viking, Radcraft, Holiday and Regal. Boat trailers displayed were Gator, Tee Nee and Little Dude.

Other marine displays included paints, hardware, skis and related accessories.

More Data No., U. S. Fiber Glass Prods. 210 ▶

BOATS OF THE FUTURE...

NOW *by Performer*

NEW RUNABOUTS AND CRUISERS FOR 1957

FEATURING THE BEAUTIFUL *Tropicana*

A new dynamic concept in a family cabin cruiser, designed for every boating dream. All fiber glass construction including hull, deck, cabin trunk and flying bridge. Large spacious cockpit for fishing and outdoor living. The cabin is fully equipped with every detail for your comfort afloat. Two large berths, marine head, fresh water tank and sink, provision for galley stove and other accessories. You'll be thrilled with every magnificent line of this beautiful seagoing cruiser.

AND THE SKIER'S FAVORITE, THE *Havoc*

Every distinctive line of the new Performer Havoc reflects its proven ability as a lively high speed and highly maneuverable boat for water sports enthusiasts. The new and unique hull design insures quick rising and fast planing under the most extreme conditions. The exciting styling of this beautiful boat commands respect and assures an up to date appearance for many seasons.

Write to Dept. B.I. for free illustrated brochure

DEALER INQUIRIES INVITED

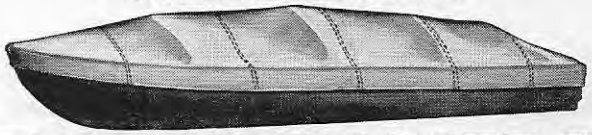
U.S. Fiber Glass PRODUCTS, INC.

14720 Lakewood Boulevard
Paramount, California
Telephones: NEvada 6-6144 or MEtcalf 0-3732

Year After Year . . . it's BARKER for the Best Buys in Boating Supplies!

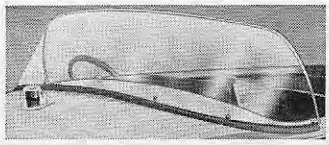
Quality Covers made of heavy-duty, high-count canvas (Pearl Gray Color) with strong rope around edge for drawing up under crash beading without fasteners. Give excellent protection against rain if raised in center to allow drainage. Available for most inboards and outboards. Individually packed in cartons. Retail from $15.65.

Barker
OILAX TREATED



BOAT COVERS

OUTBOARD MOTOR COVERS — same material as boat covers. Available in two weights — three sizes priced from $2.30.

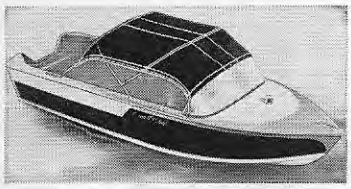


Voyager **WRAP-AROUND WINDSHIELD**

Latest design Plexiglass Windshield, 12", 15" or 17" high, affords excellent protection—adds to appearance—fits any boat. Equipped with aluminum hardware and fittings, also rubber deck channel. Six sizes—46" to 72" wide (tinted or clear)—priced from $27.85.

Nationally Advertised In Leading Outdoor Magazines

Voyager **CONVERTIBLE TOP**



The final touch in smartness and comfort. Available in two lengths, various widths and seven colors. Sturdy, polished aluminum frame is jointed for easy handling. Heavy-duty duck top fits snugly around Voyager windshield. Priced from $55.00.
Detachable side curtains optional at slight additional cost. Top also available with detachable flexible plastic windshield.

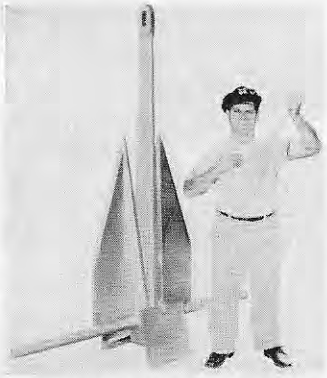
WRITE FOR CATALOG AND WHOLESALE PRICES

BARKER MFG. CO., 10 N. Main St., Honeoye Falls, N. Y.

Danforth Anchors Is Now Making Larger Fabricated Steel Anchors

BECAUSE DANFORTH ANCHORS believes that it has an advantage over cast steel construction, it is making an increasing number of anchors of high strength steel fabrication. The Berkley, Calif. firm is changing to this high-strength steel fabrication wherever it is practical, according to company officials.

Danforth cites its 500 pound Hi-Tensile shown in the illustration as a case in point. It holds, says the firm, better than a Danforth cast anchor weighing three times as much. These two anchors, incidentally, were equal in holding power to a stockless anchor of 5,000 pounds, according to the West Coast firm. In addition to effecting a weight saving, says Danforth, the lighter anchor costs less, digs in faster due to its thin, sharp flukes and is easier to handle. It also requires a minimum of light anchor handling gear, according to the manufacturer, who bases his claims on the results of at-sea testing of Danforth products.



Danforth's Hi-Tensile anchors are replacing the firm's cast anchor production wherever practical.

The firm calls it the case of "heat-treated alloy steel-fabricated anchors vs. cast steel anchors." These tests, says Danforth, provided the following information: The 18 pound fabricated Hi-Tensile was reported to have the same dimensions as the 30 pound cast design, weighed less and held better. Danforth compared the 90 pound Hi-Tensile to its 150 pound cast anchor with approximately the same results. Another comparison, with like results, was made between the 3,300 pound Hi-Tensile and the 10,000 pound cast anchor.

Danforth says that the advantages of the large-dimension, light-weight anchor were further pointed up when a special 45 pound high-tensile aluminum Danforth anchor was built for the U. S. Navy. This anchor, according to Danforth, provides as much holding power as a 90 pound high alloy fabricated steel Hi-Tensile Danforth anchor or a 150 pound cast Danforth anchor. Dimensions of all three, says the firm, were practically the same in spite of the difference in weight and all held in about 21,000 pounds in hard sand. Danforth reports that the aluminum anchor dug in quickly and easily.

Danforth officials think these are facts that will interest boat owners and those supplying boaters' needs. Results of their tests proved to Danforth designers and engineers that anchors should be made for their pounds of holding power rather than for their pound weight.

It is on the basis of these tests and their results that Danforth is gearing its 1957 production for increased production of high strength aluminum and steel anchors for large and small commercial and pleasure craft.

For More Information Write No. 1021 on "More Data Card"

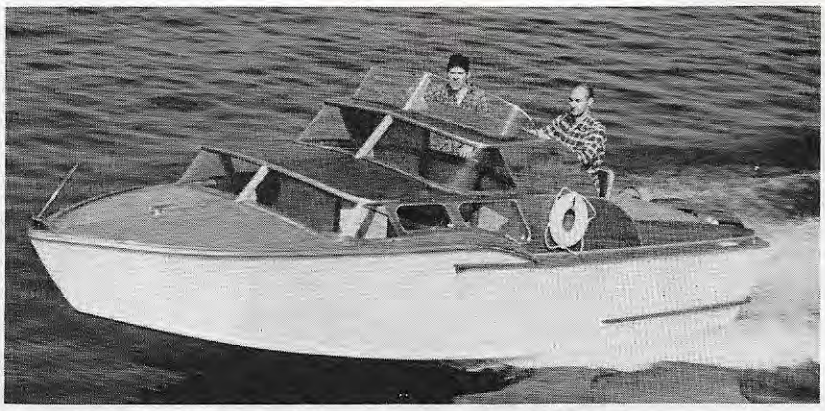
Howard Engineering Introduces A New Model H-60 Junior Transom Hold Down To Its Line

HOWARD ENGINEERING, INC. recently announced that Junior had joined its family of boating hardware

(Continued on page 421)

More Data No., Barker Mfg. 211

Custom Craft
BOAT KITS
70 NEW MODELS
8 to 21 ft.



COMPLETE KITS AS LOW AS $49.95

Shown Above: 19 Ft. Twin-Trunk Victory Cruiser (Kit: $895.00 FOB)

AWARDED GOLD MEDAL FOR "BEST KITS" by Sportsman's Club of America!

Custom-Craft features the World's largest and most complete line of real performance boats and boat kits in the entire industry! Over 200 Boats, Kits, Formed-hulls, Semi and Custom-finished models to choose from! Every type is included from prams to cruisers, inboard and outboard! Many exclusive models like the new Thunderbolt Series with revolutionary Flying Stern plus the sensational new Victory Series with new Bulkhead construction and Flying Transom! They're easier to build, too!

THE SPORTSMAN'S CLUB OF AMERICA
GOLD 1957 MEDAL "BEST KITS"

DEALER & AGENT INQUIRIES INVITED!

DEALERS: Add Custom-Craft to your other lines of quality marine products! Kit sales lead to EXTRA profit SALES on many associated marine items like hardware, accessories, paints, motors, etc.! Many choice dealerships are still open . . . so hurry . . . establish yourself as the Custom-Craft Dealer in your area by sending for our complete DEALER PORTFOLIO!

AGENTS: Sell Custom-Craft products from our Agents Portfolio! No stocking of merchandise! Sell to friends, fellow club members, etc. and make extra money! Get complete details on a profitable part-time business . . . send for AGENTS PORTFOLIO!

ARMOR GLASS

CUSTOM-CRAFT ARMOR-GLASS SUPER XXX RESINS!

Recovering a wood or metal hull, moulding your own boat, refinishing decks, topsides or the entire boat, auto body restyling . . . or any one of hundreds of uses. There's a specialized Custom-Craft Resin ideally suited for your job! There's Polester, Apoxy, Phenolic and Vinyl types . . . each one scientifically formulated by Custom-Craft chemists to give you the best possible results.

SEND 10c for 1957 LITERATURE

Literature plus specially prepared booklet "How to build your own Fiberglas boat or auto body" $1.00 (A valuable text for the amateur or professional)

CUSTOM-CRAFT INDUSTRIES (DEPT BI) BUFFALO 7, NEW YORK

HOWARD ENGINEERING

(Continued from page 420)

and accessories. The Rockford, Ill. firm calls the new model H-60 Junior. It's really a transom hold down that offers positive locking and controlled pressure . . . the kind that Howard says assures boaters that their boats can be secured with both speed and ease.

The new model, latest in the Howard line, is ruggedly constructed with rounded edges and heavy plating for long wear and dependable service, according to Howard. Like Junior's "big brother"—the H-66 automatic adjusting hold down—the H-60 features the Howard safety lock.

Another item in the Howard line is the new Snap-On motor support. It's ruggedly built and designed to provide insurance against road damage to the propeller while the boat is being trailered from one spot to another. The Howard support holds the motor at the correct angle reducing excessive road shock and strain at the transom, according to the firm, and transferring the load directly to the base mounting.

This Snap-On support is fully adjustable, says Howard, and will fit any type of mounting. It's finished in gleaming Howard Blue and protected with heavy plating, according to the company.

There's a new winch now available from Howard, too. Its name is Super Giant, its number—H-25. It features improved design with a heavy duty double back gear and Posi-Lock reversing gear. It's available with or without rope thimble hook.

Like the motor support, it's protected with gleaming Howard Blue enamel and heavy-duty plating. Howard says it's designed for years of trouble-free service. The winch is also said to be easy to operate with its smooth roller handle. It's been laboratory tested, says the firm, and approved for a full 6,000 pound drag load and a direct lift of more than 2,000 pounds. It also carries—as do others in Howard's line of Posi-Lock winches—a 100% safety guarantee, according to the engineering firm.

For More Information Write No. 1022 on "More Data Card"

Foster's "Hard Rock" Sanding Process Protects Unfinished Oars, Is Claim

BY SEALING THE PORES against moisture, dirt, and warpage, the new "Hard Rock" sanding process for unfinished oars is being hailed by the Foster Oar Co. of Conway, Ark., as a decided improvement in the trade.

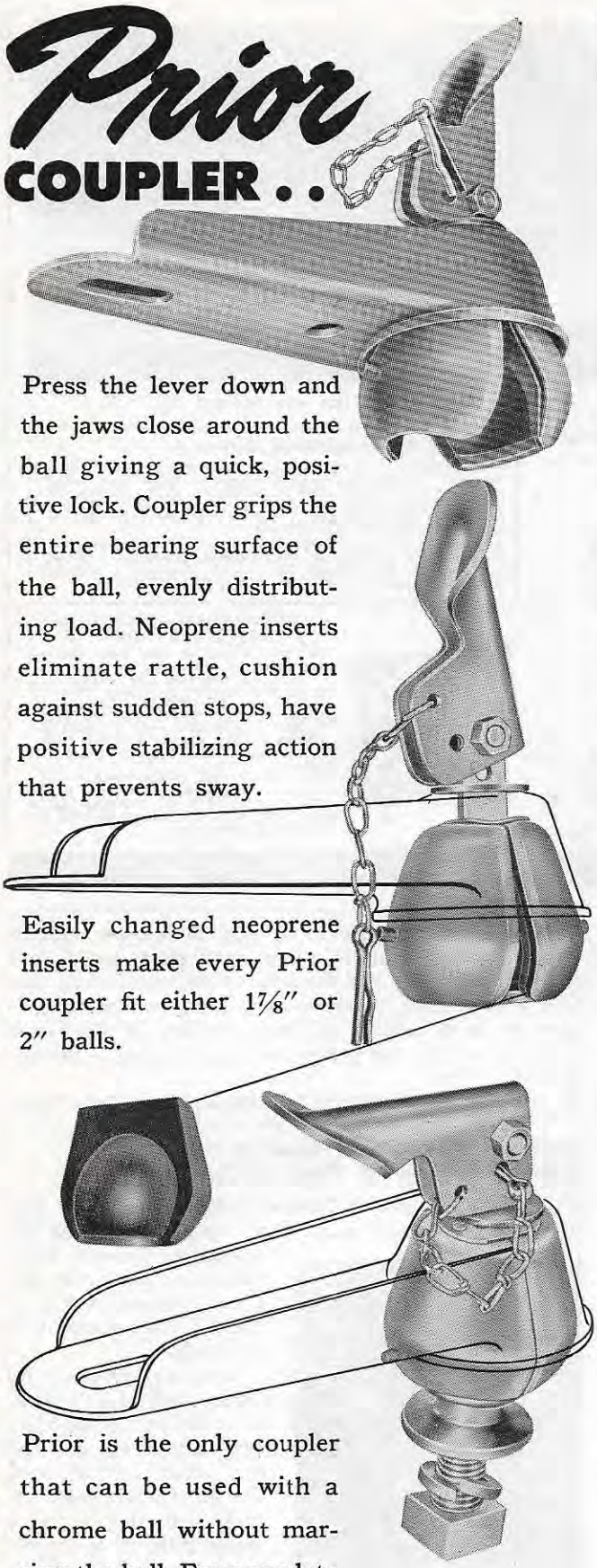
New sanding method gives oar extra long life.

In the accompanying photo are two unfinished oars, the one on the right sanded the new way and the other sanded regularly. Foster calls attention to the fact that water rolls off the right-hand oar, so that dealers need not now worry about having to clean oars by sand-papering as soon as customers have handled them.

For More Information Write No. 1023 on "More Data Card"

More Data No., Custom-Craft 212

Prior COUPLER . .



Press the lever down and the jaws close around the ball giving a quick, positive lock. Coupler grips the entire bearing surface of the ball, evenly distributing load. Neoprene inserts eliminate rattle, cushion against sudden stops, have positive stabilizing action that prevents sway.

Easily changed neoprene inserts make every Prior coupler fit either 1⅞″ or 2″ balls.

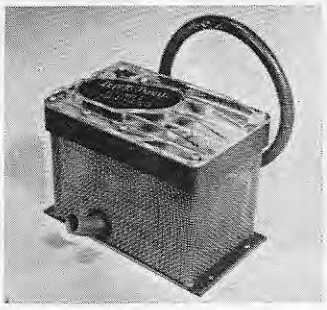
Prior is the only coupler that can be used with a chrome ball without marring the ball. For complete details write

PRIOR PRODUCTS, INC.
P. O. Box 7608 Dallas, Texas

More Data No., Prior 213

Patented Lovett Air Lock Principle Found In Bilge Pumps By Longport

ENCASED IN PLASTIC so that destructive electrolysis is eliminated, the Lovett bilge pumps which reportedly gained rapidly in popularity during the past five years are manufactured by the Longport Marine Co. of Longport, N. J.



Metal-to-plastic bearing surfaces in Lovett pumps prevents corrosion.

The pumps—which often must operate while submerged—are beholden to the exclusive patented Lovett air lock for keeping water sealed out, and metal-to-metal corrosion is prevented by the simple expedient of making all bearing surfaces metal-to-plastic contacts.

In the opinion of Longport Marine, Lovett bilge pumps have demonstrated convincingly the superiority of the injection molded unit employed.

For More Information Write No. 1024 on "More Data Card"

RCA Unveils New Radiomarine Equipment At National Motor Boat Show This Month

The first public showing of new RCA "Radiomarine" equipment for pleasure boats and small commercial vessels will highlight the participation of the communications products department, Radio Corporation of America, in the 47th Annual National Motor Boat Show, January 19-27, in the Coliseum, New York City.

George P. Aldridge, sales manager, RCA "Radiomarine" products, said that a line of RCA-developed antennas designed specifically for complementary use with "Radiomarine" Golden Series radiotelephones will be shown. The RCA antennas, in 12′, 18′, and 24′ sizes, feature such engineering advantages as space-wound loading coil for high "Q" and low distributed capacitance, copper conductor bonded to rugged, weather-resistant fiber glass, and flexible swivel joints and rugged, mountings for quick, easy positioning, according to Aldridge.

A new 6-channel VHF radiotelephone (ET-8058) and auxiliary receiver (AR-8519), for large pleasure craft or smaller commercial vessels will be exhibited. They provide six remotely-controlled FM channels in the 148-to-174 megacycle band. The equipment can be operated with six "simplex" channels, using the same frequency for transmitting and receiving, or with "duplex" channels, transmitting on the frequency and monitoring on another, for communication with public correspondence stations.

Another item to be spotlighted is a new type direction finder (AR-8714) which features a special "sense" switch to enable user to determine more rapidly whether bearing is correct or 180° reciprocal. A new 150-watt radiotelephone (ET-8060) for ship-to-ship and ship-to-shore service will also be displayed.

New navigational aids, including depth sounders for all types of vessels and electronic fish finders for use by fishing craft will be on exhibit, too.

In addition, the RCA exhibit at the National Motor Boat Show will feature the Golden Series of radiotelephones, the RCA Echograph, three-range depth recorder; "Radiomarine" radar, loran, and other equipment for pleasure craft and commercial vessels. The Golden Series line includes the Golden Guide portable direction finder and three radiotelephones, the 20-watt Golden Sentry and the 35-watt Golden Courier.

NEW TRAILERS

(Continued from page 316)

CALDWELL

and boats 12′-16′ in length, and the LKT-18 tandem for craft in the 16′-18′ and up-to-a-ton categories.

Those disappearing rollers are said to be recessed into the trailer's full-length keel support, and they will raise automatically so the boat will roll easily off or on when the boom is tilted.

In riding position, the trailer's keel rests on a solid support due to the disappearance of the rollers.

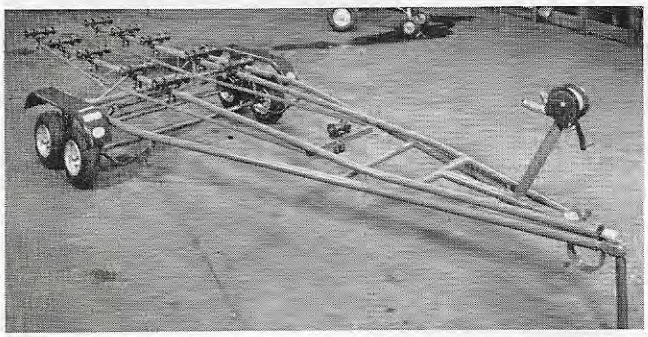
Hermetical sealing of the ends has rendered all tubular steel waterproof, says Caldwell, and such other features are in store for the Load King buyer as true knee action; floating springs; adjustable transom support pads; full adjustable winch stand with a caster wheel; Timken tapered roller bearings, and high-speed tires and tubes.

For More Information Write No. 1191 on "More Data Card"

Tilt Bed

Tilt Bed Industries, Erie, Pa., opened the 1957 season with a complete re-designing of its J-14 and J-16 models.

A recent advance showing to dealers in the Erie area revealed significant structural changes in other models that the manufacturer claims will make for longer wear under the more rugged use trailer owners apparently are giving their trailers — making longer hauls and traveling "back in" to remote lakes for better fishing.



Tilt Bed opens the 1957 season with an improved, partially re-designed line of trailers for all kinds of boats.

The J-14 offers, in addition to Tilt Bed handling ease, a 600 pound load capacity, coil springs, two-tone green and red finish, plus complete support of the keel on rubber rollers.

Its bigger brother, the J-16 is similarly constructed but will take boat and motor combinations weighing up to 800 pounds.

Also in the Tilt Bed line for 1957 are the Model 14 and its deluxe companion, the D-14. Economical trailers without Tilt Bed design, they perform well on the road says the producer.

The T-16 and the TD-16 are tandem trailers that will accommodate the larger boats, giving plenty of rubber roller support where it's needed most on the larger craft.

In order to complete the line, T-18's and T-20's are included for easy handling of large outboard and inboard cruisers.

Manufactured on the shores of Lake Erie, all models of the Tilt Bed 1957 line have been action-tested with boats of all sizes, types, and descriptions, according to the firm to be sure that, in his words, "unless it's 20 foot square," the Tilt Bed will handle most any craft with a minimum of effort.

For More Information Write No. 1025 on "More Data Card"

For COMPLETENESS Of Line...

REGATTA

You don't have to sell something "just as good" when you stock REGATTA — the *complete* line of marine finishes. Twenty kinds of bottom paints to meet all conditions; deck and topside paints in 28 modern colors; three types of varnish; colorful enamels; seam and bedding compounds; wood fillers and preservatives. There's a REGATTA product to suit every need.

28 *ready-mixed* colors insure brilliance and uniformity, eliminate fuss and doubt.

READY — TO SELL — TO USE

Protected Dealerships

REGATTA Dealers get protected territory —the top quality line—smart selling aids—strong advertising support. And 24-hour service on all factory inquiries.

Write now for details of this attractive profitable franchise.

BALTIMORE COPPER PAINT CO.

OLIVER REEDER & SON, INC.
PROPS.

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501 KEY HIGHWAY
BALTIMORE 30, MD.

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24 BRIDGE ST.
NEW YORK 4, N. Y.

More Data No., Baltimore Copper 214

CUSTOMERS SELL THEMSELVES
on the ALL NEW
14′
WHIRLWIND
DELUXE

SINGING SPEED . . . FLASHING BEAUTY

Just let your customers look this beauty over carefully . . . and the new 1446 Whirlwind Deluxe will practically sell them on the spot. Walk-thru center deck and 33″-long after deck give this newly-designed model a look of luxury and speed that few customers can resist.

DESIGNED FOR LARGER MOTORS, her extra-wide, 66″ beam and greater depth permits the use of motors up to 40 H. P.—means a stable, comfortable ride for the whole family. The 6-ply, all Philippine mahogany molded plywood hull and reinforced transom gives your customers safe, high speed boating.

Whether your customers pick a Whirlwind for fishing, cruising or family outings, they're sure to be satisfied because Whirlwinds offer more maintenance-free fun—molded, one-piece hull construction means there are no seams to open, no cracks or joints to caulk.

A COMPLETE LINE OF 22 MODELS . . . Whirlwind's full line of 22 models in 6 styles allows customers to pick the boat that suits them best . . . from the 12′ Whirlwind Fisherman to the 18′ Whirlwind Day Cruiser.

SEE IT AT THE MAJOR BOAT SHOWS

Write today for franchise information. The popular and profitable Whirlwind line is backed by continuous national advertising in leading boating and outdoor magazines. Free promotional material available for your use.

Whirl away with a ***WHIRLWIND!***

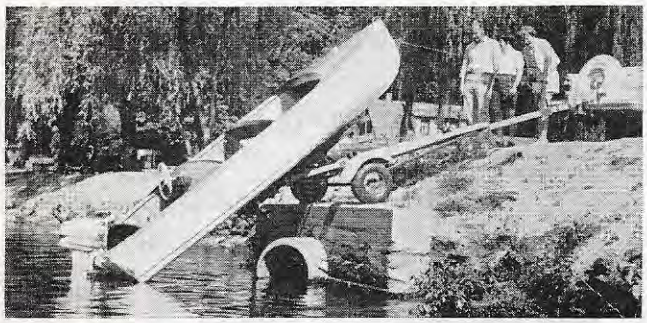
MOLDED PRODUCTS, INC.
400 YORK ROAD • COCKEYSVILLE 1, MARYLAND

Mastercraft

Ten new models — one for each year the company has been in business — debut this month as Mastercraft Trailers, Inc., marks its tenth anniversary.

The 1957 Mastercraft line includes three Customline, three Bannerline, two Streamline, two Moderline trailers and the Kit Craft. Trailer capacities are load-rated for a maximum 800-lbs—from 300 lbs for the Kit Craft to 800 for the Customline "800."

New this year is a multi-position drawbar, which Mastercraft says permits custom-fitting of trailer to boat length to assure complete support from transom to bow rest. New all-adjustment rollers adjust vertically and horizontally and tilt to conform to the contours of the boat being trailered. Keel rollers can be raised or lowered to afford complete support regardless of keel shape, Mastercraft says.



This lifting, loading-launching boom which makes the job easy from any point is just one of several innovations in this year's Mastercraft trailer line.

A bow support includes a winch and bow rest. The idea, company officials say, is to provide a trailer which can be "form-fitted" to any boat.

Other features of the 1957 Mastercraft trailer line include a lifting, loading and launching boom, adjustable gear for proper load distribution, waterproof hubs, rayon-Hi-test super-cushion tires and new, heavy-gauge fenders.

Looking back over ten years in a new and rapidly-expanding industry, Mastercraft officials point out that today's boat trailers are a far cry indeed from the early days, when prototypes of the modern designed-for-service models were contrived from a couple of old automobile wheels and a cumbersome; unreliable chassis. Today, with engineers and designers concentrating on performance and utility, the boat trailer has taken its place as a standard product in pleasure boating.

For More Information Write No. 1026 on "More Data Card"

S. Appel & Co. Centennial Catalogue Guide To Correct Nautical Appearance

THE DEFINITIVE WORD on what's right in both formal and casual nautical apparel for yachtsmen, Squadronites, and members of the Coast Guard Auxiliary is contained in the centennial catalogue presented by S. Appel & Co. of New York City and Miami.

Novel accessories and items of attire take their place beside the more traditional articles in the catalogue, brightened by colorful pictures.

Headquarters for the Appel line at the New York Boat Show will be Booth C-155 in the New York Coliseum, according to company Vice-President Ira Legon.

For More Information Write No. 1027 on "More Data Card"

More Data No., Molded Products 215

Finest Sealer Sold

SEALER 900 . . . the famed liquid rubber that cures to a firm, resilient, adhesive, rubber compound . . . doesn't harden or crack. Seals seams to prevent leaks in new boat construction . . . stops leaks in existing boats . . . the sure, convenient, *modern* way to maintain water-tightness. Comes in handy refillable squeeze bottle or in cans . . . in colors of Natural, White, Mahogany and Black.

Complete information on
MARPROX SEALERS
at your marine dealer, or write:
MARINE PRODUCTS, INC.
Oshkosh, Wisconsin

Investigate these MARPROX SEALERS

- **SEALER 700** — Heavy rubber seam compound (Black)
- **SEALER 800** — Heavy rubber seam compound (White and Mahogany)
- **SEALER 1000** — Liquid rubber gasket sealer
- **SEAL PATCH 600** — Liquid rubber adhesive
- **METAL MASTIC** — For patching metal
- **SEALER SOLVENT** — For cleaning hands and tools

Industry Lost A Pioneer & Gray Marine Lost A Distributor By The Death Of Jerry Holmes

IT DOESN'T SEEM to matter how many new faces there are—new distributors, manufacturers' representatives, jobbers, etc.—it still seems to leave a void when one of the "old timers" dies. That's the effect the recent death of H. E. (Jerry) Holmes, former New York City Gray Marine Motor Co. distributor, had on his many friends throughout the boating industry. Holmes was 72 when he died.

H. E. "Jerry" Holmes

Holmes headed the New York City firm of Bowler, Holmes & Hecker until his retirement several years ago. The business continued operation as Bowly, Holmes & Hecker Co. following Holmes' 1952 retirement, with offices at 123 Chambers St. in New York City. George Bowly is Mrs. Holmes' brother.

The business formerly operated at 259 Greenwich St. Over the course of years the firm of Bowler, Holmes & Hecker Co. were distributors in the Metropolitan district for the following—Bridgeport Engines (for a number of years), Universal Engines, Sterns, Knox, Cadyford, Buda and represented the Gray Marine Motor Company from 1924 until 1952. It also represented the following in the outboard field Waterman, Elto, and Johnson.

Holmes loved boating and cruised around Long Island Sound with Mrs. Holmes a good deal of the time on board his 45′ Elco cruiser, the "Anchors Aweigh." When he retired he bought a home down at Bayhead, where he could remain close to the boating life he had always known and enjoyed.

He was born and died in Jersey City, N. J. He was an alumnus of Montclair Academy of Montclair, N. J. and Princeton University, a member of the Harlem Yacht Club, The New York Athletic Club and one of the original members of The Marine Trades Association.

Two Recent Appointments By The Texas Co. Brought About By Growing Marine Division

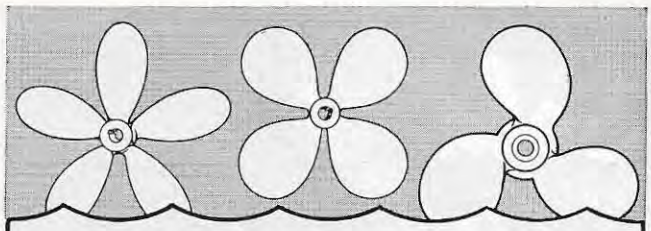
THE CONSTANTLY GROWING marine division of the Texas Company has resulted in the appointment of John I. Mingay to be the assistant general manager of that division. Mingay moved to this position from the managership of the department's operations division.

A graduate of the United States Naval Academy in 1937, he joined Texaco's domestic sales department the same year as a salesman working in Indianapolis, Ind., Cincinnati, O. and Evansville, Ind. In 1940 he was recalled to active duty in the U. S. Navy. Following the end of World War II he was discharged as a Commander.

Returning to Texaco after his discharge, he held the positions of industrial salesman, lubrication engineer, zone manager, assistant to management in the marine department and manager of the operations division.

Mingay's former position has been filled by the appointment of Marvin E. Lundfelt, also a graduate of the United States Naval Academy, who has been assistant to management. Lundfelt joined the Texas Co. in 1936 as a salesman in Louisville, Ky. Later he served in various sales capacities including assistant manager of the central sales territory.

More Data No., Marine Products Inc. 216



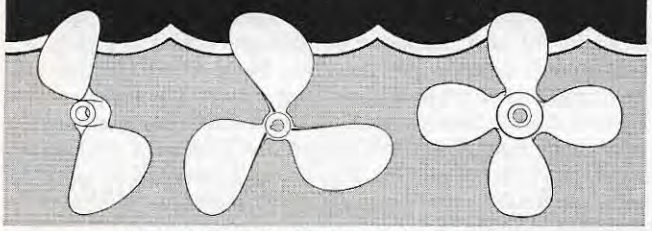
Don't Miss This GREAT PROFIT OPPORTUNITY

If you are a legitimate marine dealer or yard operator and are not handling Michigan propellers, there's a vast new source of profits open to you. As a bona fide dealer you can purchase these wheels at the uniform, established dealer discount. As a matter of fact we will help you maintain a comprehensive stock of them with our unique "No-cost return or exchange plan". We will furnish you with numerous dealer helps and engineering service. You will enjoy handling the greatest, best known, most extensively advertised line of propellers, inboard and outboard, in the 3" to 60" classification, and you will have the backing of a firm with 54 years of experience and an enviable reputation of fair dealing in this field.

Recommendations of outboard propellers for better performance are easily determined from our current Outboard Catalog. Our engineers will furnish expert recommendations on the inboard type whenever desired. It's a great opportunity. Why not drop us a line, today, describing your present operation (it doesn't have to be big) and advising that you want to get started?

For every combination of hull, power and purpose, in pleasure, commercial and outboard boating, Michigan can supply a wheel (up to 60") which will provide the highest degree of satisfaction.

MICHIGAN WHEEL COMPANY
GRAND RAPIDS 3, MICHIGAN



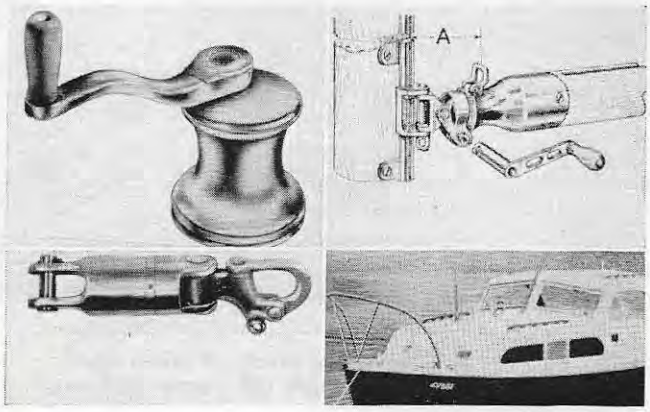
(As advertised in leading boating magazines)

Merriman Brothers, Inc., Boston, Assigned Booth C173 At N.Y. Show

ITS LINE OF YACHT fittings, blocks, and rigging—boosted as "America's finest"—will be on view in Booth C173 in the New York Coliseum during the upcoming National Motor Boat Show, according to Merriman Brothers, Inc., of Boston, Mass.

In addition to an assortment of new or improved devices for 1957, the exhibit will feature a pair of rigged model boats in operation . . . one for small boat sailors and the second for auxiliaries and offshore racers.

Available in plain or chrome-plated brass and stainless steel, a new universal pulpit has been developed in three models to fit most power boats: the Knockabout, 26" high and opening to 54" at the after legs; Bowsprit model, the same height but opening to only 42" at the after legs, and the 34" high Power Boat model which gives "maximum protection" when handling ground tackle and opens to a 72" width at the after legs.



Just a few of the many items of boating equipment which the Merriman firm will display at boat show.

Consisting of a ball-bearing swivel on the upper end of a halyard and a ball-bearing housed reel shackled directly to a deck or bowsprit fitting, the Merriman jib furling gear is an exclusive and quick means of furling jibs for short tacking.

Designed for 30'-40' yachts and boasting an 18:1 power ratio, the No. 5 geared deck winch is said to be the smallest on the market and installable on the same mounting as a No. 3 top action winch.

Permitting one-man sail-reefing even while the sail is nearly full, Merriman's sliding-type roller reefing goosenecks derive the power for such an achievement in the main from a non-reversing worm gear actuating mechanism. To prevent fouling and chafing, the gears are encased in a guard; accidental removal of the handle is said to be impossible.

Designed for roller reefing booms using the roller reefing goosenecks, the corporation's roller reefing swivel clew outhauls are represented as eliminating all rope, blocks, and cleats, and as adjusting the foot of the sail by means of a folding crank which operates a threaded rod.

With no threads exposed on the pins to damage or fray sheets and lines, the lightweight stainless steel smoothline turnbuckle is supplied with a toggle to do away with excessive bending at the lower end of the stays.

For More Information Write No. 1028 on "More Data Card"

More Data No., Michigan Wheel 217

Automatic Mooring And Boat Hoist Combined In New Moor-Master Device

AVAILABLE EITHER AS A SINGLE or double davit model, a new Moor-Hoist has been introduced by Automatic Boat Lock, Inc., of Ft. Lauderdale, Fla., to give boat-owners automatic mooring and a sturdy hoist in a single appliance.

The novel product makes use of the corporation's famous Moor-Master locks and comes in several models, some of which eliminate the necessity for building docks since they allegedly accomplish that feature.

Moor-Hoist "A", suggested for boats up to 1,500 pounds, consists of a set of Series "100-A" Moor-Master locks and stainless steel cables together with hoisting brackets, a double geared hoisting winch, and flexible steel hoisting cables.

Boats up to 1½ tons can be handled by Moor-Hoist "B", which differs from the "A" in that the former uses two double geared hoisting winches.

Mooring device by Automatic Boat Lock, Inc. assures end of stress and strain on craft whether in or out of water.

Actually, Automatic Boat Lock officials point out, five separate models of the Moor-Hoist will be on the market for 1957.

The Moor-Master mooring device which forms part of the new product is obtainable in Series 100 "A" and "B" for boats 12′-18′; Series 200 for those 16′-24′; Series 600 for 21′-26′; 700 for 24′-35′; Series 800 for craft longer than 35′, and the 1,000 for boats 50′ and longer.

The latter two are also recommended for use when docking conditions are especially bad.

With the Moor-Master, according to a corporation spokesman, the boater is said to enjoy truly a "dock it, lock it, and forget it" operation.

As the boat nears the dock, the skipper need only flip a switch on the instrument panel to throw open the forward Moor-Master lock. If the boat is allowed to glide along the forward restraining cable, it will engage itself with the opened front lock, which instantly snaps shut. Then, when the boat swings into the rear restraining cable, the rear lock is closed and a simple docking process is over.

The Ft. Lauderdale firm, which recently expanded its manufacturing facilities and moved to a more spacious plant-office site, is planning to exhibit its wares at the New York and Miami boat shows and—at the same time—to set up national distribution through manufacturers' representatives and dealer organizations.

An extensive advertising program in all major media is planned as an effective aid to marketing the corporation's useful devices.

For More Information Write No. 1194 on "More Data Card"

Every Boatsman needs this Newest Weldwood® Wizard

Now available in handy sizes

Order from your jobber

100% waterproof — the new Weldwood Waterproof Resorcinol Glue! *Positively withstands* every hazard that might attack a glued joint on a ship . . . any kind of water — boiling, freezing, salt . . . any climate, any weather, moisture, cold, steam, mold, fungus, mild acids, alkalies. Recommend it with confidence — for every marine job, tough or easy . . . for any work *on* or *off* a boat where moisture is a problem.

Stores indefinitely. Easy to mix and apply. Convenient sizes: ¼ pints, $1; also in pints, quarts, gallons.

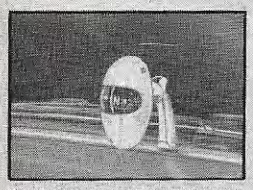
UNITED STATES PLYWOOD CORPORATION

World's Largest Plywood Organization

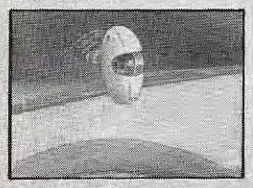
Dept. BI1-7WP, 55 West 44th Street, New York 36, N. Y.

More Data No., U.S. Plywood 218

NEW Hull Compass FOR SMALL BOATS



SCREW-DOWN STAND



VACUUM CUP

DISTRIBUTOR TERRITORIES AVAILABLE
OUTSTANDING HULL COMPASS FEATURES

- Styled for the new millions who have made boating their favorite family recreation, and who want the latest in accessories and equipment along with modern, new boat designs.
- Powerful Alnico V compensators to correct against magnetic interference within the boat.
- Combination E-Z mounting bracket works as screw-down stand, hanging bracket, or vacuum cup with adhesive . . . providing easy installation regardless of boat fittings.
- Full-view, wrap-around lens with direct-reading dial revolving in stabilizing liquid, or genuine sapphire bearing.

RANGE OF CASE COLORS TO MATCH ANY BOAT: DESERT SAND, ADIRONDACK GREY, NASSAU BLUE AND BERMUDA GREEN.

Beaconlite® illuminated List Price $6.50 — Streamline® non-illuminated List Price $4.95

FAMOUS FOR QUALITY COMPASSES FOR 24 YEARS

WRITE FOR COMPLETE DETAILS, LITERATURE

HULL MANUFACTURING CO. P. O. Box 246, Bl-11, Warren, Ohio

AMERICAN BT. & YACHT COUNCIL

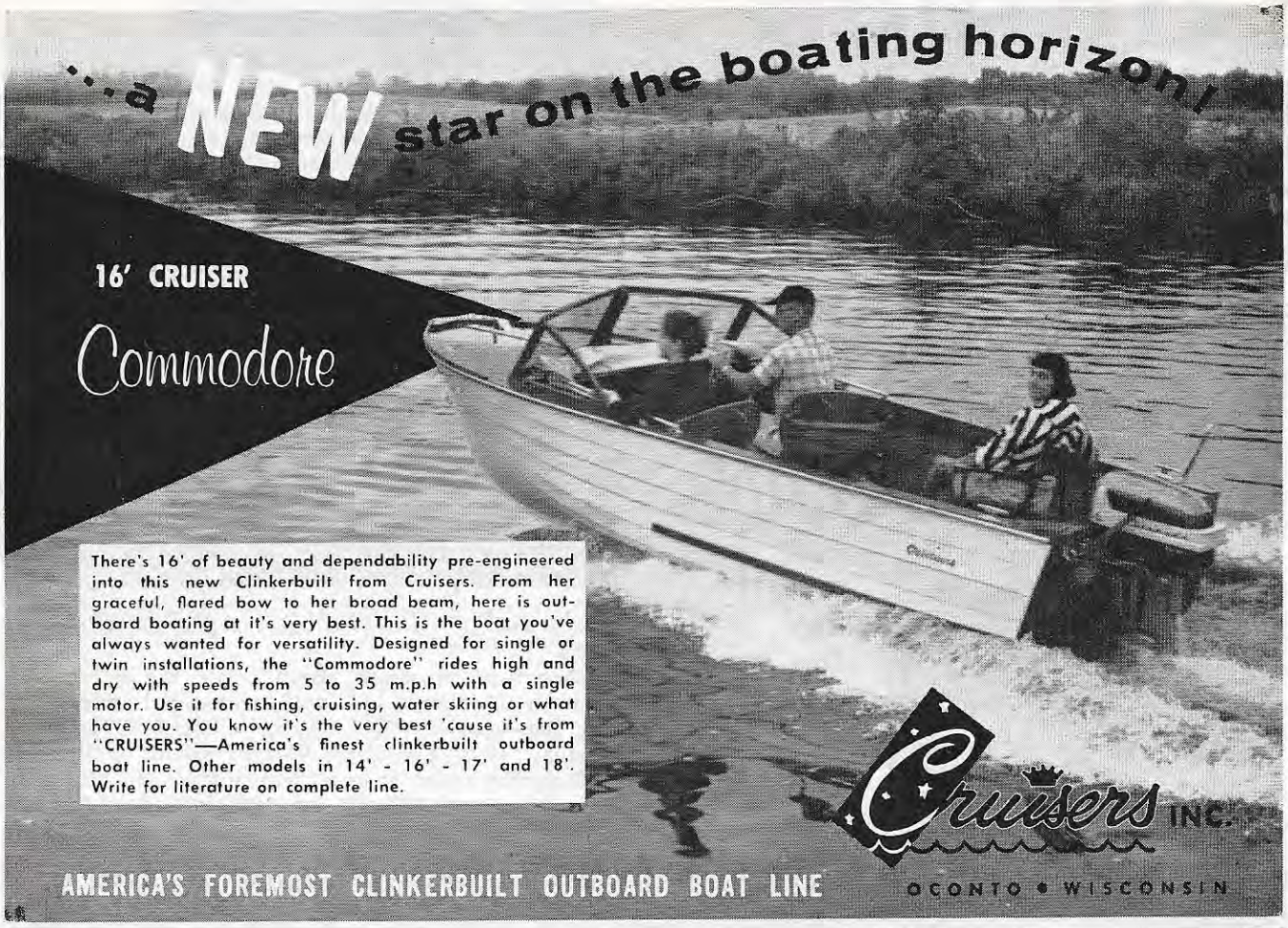
(Continued from page 322)

sary. Boats with non-conducting or ungrounded objects projecting above the metal masts or superstructure should have these objects grounded in order to protect them.

4. *PROTECTION OF SAILBOATS*
   a. *Sailboats*—Sailboats with metallic standing rigging will be adequately protected provided that all rigging is grounded.
   b. *Open Day-Sailors*—Open sailboats should be adequately protected if the side stays and back stays or preventors are grounded. These should be electrically connected at the lower end and grounded to a copper plate on the hull or to a metal rudder or center board. *For the protection of personnel,* it is recommended that any continuous metallic track on the mast and boom be connected at the lower or forward end to the grounding system. *For protection of the boat only,* it is necessary to ground but one pair of side stays.
   c. *Cruising Sailboats*—All stays and all sail tracks should be grounded on cruising sailboats since it is assumed that persons will be in proximity of fore-stays as well as after-stays. Grounding of other objects on cruising boats should be in accordance with the foregoing paragraphs.
5. *PROTECTION OF POWER BOATS*—Power boats may be adequately protected by a grounded radio antenna or other suitable grounded lightning protective mast as specified in Paragraph 3.a, provided the height of the mast meets the requirements for the specified cone of protection. Interconnection and grounding of metallic masses should be in accordance with this specification.
   a. Where the size of the boat is such as to render the use of a single mast impractical, additional lightning protective masts should be erected to form overlapping cones of protection. It is recommended that the provisions of the United States Department of Commerce Handbook #46 "Code for Protection Against Lightning" be followed.
6. *PROTECTION OF SMALL BOATS*—Small boats may be protected by means of a temporary lightning protective mast which may be erected under lightning conditions. Grounding provisions may be made by means of flexible copper wire and a submerged ground plate of approximately one square foot in area.
7. *SUGGESTED PRECAUTIONS FOR PERSONNEL*—Inasmuch as the basic purpose of protection against lightning is to insure the safety of personnel, it is appropriate that the following precautions be listed in this report:
   a. One should remain inside a closed boat, as far as practical, during a lightning storm.
   b. One should avoid making contact with any items connected to a lightning conductive system and especially in such a way as to bridge between these items. For example, it is undesirable that an operator be in contact with reversing gear levers and spotlight control handle at the same time.
   c No one should be in the water, during a lightning storm.

(Continued on page 603)

More Data No., Hull 219



dealers before the product is ready for delivery. Coleman says a number of prospective customers have already made deposits on the Bounty II.

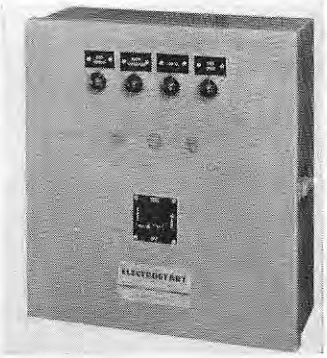
Northrup and Johnson, boat brokerage firm located at 366 Madison Ave., in New York City, will sell the craft in western Long Island Sound and the New York City area. George Michaud Co., California broker, located at Lido Peninsula Yacht Anchorage, Newport Beach, Calif., will have the Newport-Balboa, Los Angeles area for the sale of the sloop. Ron Bolley, Goleta, Calif., Santa Barbara, Calif. yachtsman and businessman, will handle sales for Santa Barbara and adjacent areas. In northern California, Bauman Bros. and Dick Miller of Sausalito, Calif., have also been appointed Bounty II dealers. Other dealers will be appointed in the Great Lakes region, the Gulf Coast, Pacific Northwest and in foreign countries within the near future, says Coleman.

The first sloop is being sent to the New York National Motor Boat Show following a short shake-down cruise to test the boat and equipment. The Coleman Boat and Plastics Co. will begin production of one boat per week and expects to go into two boats per week production as soon as the molds and jigs can be fabricated.

Automatic Start-Stop Diesel Engine Control Is Now Available From Lake Shore Electric

A HEAVY-DUTY Electrostart diesel engine control that provides automatic start and stop with protective shut down features has been developed by the Lake Shore Electric Corp., Bedford, Ohio. The control operates on 12, 24, and 32 volts, and can be used with any diesel engine equipped for storage battery starting. The control will operate from any type of remote pilot switch, including automatic transfer, temperature, pressure, float, or load demand-type, the manufacturer states.

Protective features include over-cranking, over-speed, high water temperature, and low oil pressure. A time delay relay in the protective oil pressure circuit permits the engine to be cranked on zero oil pressure. Each circuit will shut down the engine and light a large bulls eye failure light to indicate the trouble source. An auxiliary bell or horn alarm can also be provided.



Lake Shore Electric Corp. now offers this diesel engine automatic control.

A four-position switch on the control panel provides manual, automatic, test and off positions. Automatic reset after a failure is done instantly by turning the switch to "Off" position. Optional features available include pushbuttons for manual "start" and "stop", twin starting controls for two engine drives, and failure signals that function without stopping the engine.

The control is housed in a compact 15″ x 15″ x 6″ cabinet of 14 gauge steel. The dust-resisting enclosure is provided with knock-outs for conduit and with screw terminals for easy hookup.

For More Information Write No. 1029 on "More Data Card"

More Data No., Cruisers Inc., 220

apelco
far in advance

applies new
Engineered Economy
techniques . . . announces . . . .
the sensational . . .

Pre tuned package

Now save
substantially
2 ways!

(1)-
THE PACKAGE:

AE-16, modern 16 watt, 5-channel radiotelephone with tunable standard broadcast . . . compact . . . lightweight, convenient to operate.

Six crystals. (3 channels, transmit and receive.)

Specially designed, high gain, center loaded vertical antenna complete with two mounting brackets and lead-in.

(2)-
INSTALL IT YOURSELF!

Quickly, easily, because AE-16 is pre-tuned with all interior adjustments factory set.

Simple. Merely connect radio to antenna and storage battery and . . . operate!

Available for 6 or 12 volt operation. Low battery drain. Ideal as emergency/auxiliary radio for any craft.

All inclusive and priced sensationally low.

276.00

F.O.B. FACTORY.

first showing NEW YORK BOAT SHOW
Booth C-53

Available at authorized Apelco distributors.

APPLIED ELECTRONICS CO., INC.
SOUTH SAN FRANCISCO, CALIF.

More Data No., Applied Electronics 221

Correct Craft Uses Dealer Meeting As Springboard For Big Sales Push

AS THE NECESSARY FIRST STEP in an all-stops-out promotion campaign for 1957, officials of Correct Craft, Inc., hosted some 100 dealers and their families early in December for a three-day business-and-pleasure program centered around Orlando, Fla.

During the three days, the merchants who must sell their customers on the virtues of Correct Craft's new and improved models were themselves sold on the '57 output. They asked questions; participated in factual discussions led by boating experts; toured the production headquarters at Pine Castle and Titusville, Fla., and got a good line on the performance potentials of some of the newest Correct Craft.

A part of the 100 Correct Craft dealers from coast to coast who were in attendance at three-day dealer meeting held at the company's Florida headquarters.

Were they impressed? Even before the star of the show—a 16′ inboard boat with streamlined swept-back tail fins—was unveiled as the climax of the convention, says Executive Vice-President Walter O. Meloon, the entire stock at both plants—amounting in value to around $500,000—was gobbled up by the enthusiastic dealers.

Perhaps as a token of what Correct Craft hopes is ahead in its advertising assault on mass media during this new year, the Orlando Star Sentinel—impressed with the nationwide scope of the conclave—gave the story front-page space and radio station WKIS-WORZ assigned its mobile unit to do a half-hour broadcast when the mayor of Orlando unveiled the unnamed 16-footer.

The unveiling took place on the convention's final day in the parking lot of Orlando's Angebilt hotel, and the object of all eyes features a double-planked hydrodynamic deep-V hull and has a power capacity up to 185 hp.

W. O. Meloon, V.P., Ralph C. Meloon, Pres., and W. C. Meloon, Board Chairman (from left to right) standing in front of a new boat at the unveiling ceremonies.

Designed by Henry A. Esser, Jr., of Titusville, the smart-looking speedster was looking for a name at the time of its debut, and Correct Craft has a $200 cash award for the dealer who submits the winning entry.

One of the convention's principal aims was to effect closer cooperation between dealers and manufacturer,

and this was accomplished as the guests had the chance to exchange opinions and ideas with such Correct Craft executives as President Ralph C. Meloon; W. C. Meloon, chairman of the board; Vice-President Walter O. Meloon, and Sales Manager Norman M. Sewell.

The program opened with a welcome from the Orlando mayor, who was later to carry off the unveiling assignment, and continued as the dealers and their families were briefed on the '57 Correct Craft fleet.

George Knoerr, head of Correct Craft's advertising agency, George Knoerr & Associates of New York City, filled his hearers in on the ambitious publicity plans which have been formulated to reach a maximum number of prospects through newspaper, magazine, radio, television, and other far-reaching media.

The corporation placed a pair of its 1957 craft—the 34′ Gulf Stream Fisherman and the low-cost 22′ Vacationer Deluxe—at the disposal of the visitors.

Locale of the second day's activities was famed Cypress Gardens, where three of Dick Pope's champion water skiers climaxed proceedings by negotiating the dangerous ski jump in a demonstration of the speed, power, and versatility of Correct Craft's 27′ Biscayne Sport Fisherman.

To point up the influence wielded by the dealers, their acclaim for the 27-footer—billed as the only pleasure vessel of its size and price to come standardly-equipped with a true fishing bridge with dual hydraulic controls, dual steering, and dual instruments—prompted the manufacturer to revise production plans so as to give greater attention to this model.

Prior to the introduction of the 16′ inboard on the final day, technical experts of the country's leading marine supply firms participated in a dealer symposium which touched on advancements in such lines as electronic equipment, lumber, engines, paints, and varnish.

In the concluding address, President Ralph Meloon summed up his concern's feelings on the success of the meetings when he declared "It's been a pleasure to act as your hosts for these days, and I know—since so many of you have chosen to stay on after the meeting ends—that it has been as enjoyable and profitable for you as for us."

A similar event—a hard core of business interspersed with luncheons, dinners, and banquets for dealers and their family members—has already been scheduled for Dec. 2-4 of this year.

Branch Office In Miami, Fla. Is Opened By Fibre Glass-Evercoat Co., Inc. Of Ohio

JOE LINDER, PRESIDENT of Fibre Glass-Evercoat Co. Inc. in Cincinnati, announced that Fibre Glass-Evercoat of Florida was recently opened in Miami at 425 West Flagler to serve the Florida territory.

The Miami branch will carry a complete stock of all Fibreglass-Evercoat products to assure prompt delivery and service in the Florida area.

The Miami location is in charge of Howard Weiler and Ed Smith. The new branch will have an exhibit at the 1957 Miami Boat Show and dealers and distributors are invited to visit with them. The parent company will exhibit at many of the National Boat Shows, including Chicago, New York, etc.

Fibreglass-Evercoat marine fibreglass products are sold nationally from coast to coast, through marine dealers and distributors.

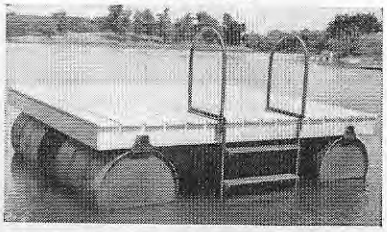
QUICK AND EASY TO ERECT OR TAKE DOWN . . .

***Without working in water . . .* "PERMA-DOCK" METAL BRACKETS**

Now you can put up and take down your dock each season and can cut the time in half, using "Perma-Dock" Metal Brackets. You get a stronger, safer dock and you work from top of dock—without standing in cold water. Simply build wooden sections on shore, attach "Perma-Dock" Brackets and float into place on boat. Stand on dock, drop steel pipes through brackets and drive into bottom. Set screws lock brackets securely on pipes—easy to adjust for changing water levels. Dock may be taken down by sections just as easily and quickly. 1¼", 1½" and 2" Brackets for standard steel pipes. LOW FIRST COST and a permanent dock. Your present wood sections are easily adapted for use with the fast, worksaving Perma-Dock method.

Make a stronger FLOAT this easy way with "PERMA-DOCK" FLOAT BRACKETS

Perma-Dock Float Brackets securely fasten 55-gallon drums to landing or swimming floats of any size—making construction and handling an easy job. "Perma-Dock" Ladder can be used on either Float or Dock.



Moor your Boat safely with "PERMA-DOCK" MOORING BARS

Your outboard runabout or any small boat is safely moored with "Perma-Dock" Mooring Bars, making it easy to step in or out of boat. Strong springs attach to bow and stern—your boat's strongest parts—so boat rides easily yet never bumps or rubs dock. Bars attach to dock or float, and fold in flat when not in use. Ruggedly built, zinc plated.

NEW HOIST for Outboard Motors

New hoist easily handles outboard motors up to 200 lbs. *Eliminates back-breaking and dangerous lifting between dock and boat.* Fits 1¼" to 2" dock pipe.

FREE — Marine Specialties Folder

"Perma-Dock" Marine Specialties save you time and work, protect your boat, add to your guest's pleasure—and are economical. Send today for free folder.

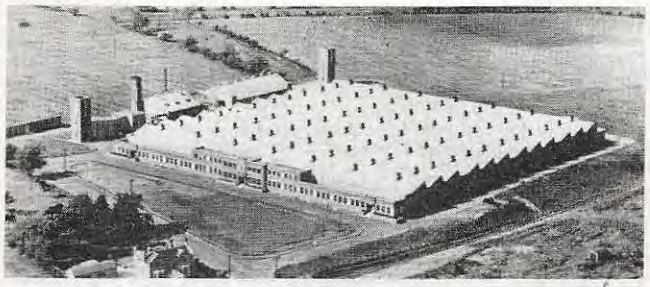
MARINE SPECIALTIES DIVISION
CENTRAL MACHINE WORKS COMPANY
Established 1890
1201 Central Avenue • Minneapolis 13, Minnesota

More Data No., Central Machine 222

One-Story, 150,000 Sq. Ft. Factory Established In Scotland By Cummins

PRODUCTION IS SCHEDULED to get underway this year in the modern one-story factory in Shotts, Lanarkshire, Scotland which the Cummins Engine Co., Inc., of Columbus, Ind., has acquired for the manufacture of its Diesels.

Operations at the Shotts plant—to be a wholly-owned subsidiary of the Columbus corporation and registered as the Cummins Engine Co., Ltd.—will be under the supervision of D. J. Cummins, who has been with the parent firm since its inception in 1919 and whose titles include director and vice-president for engineering.



This is Cummins' newly established plant at Shotts, Lanarkshire, Scotland.

By the time full operation is reached—by 1959, it is hoped—Cummins estimates its work force will stand at about 450 persons and its total investment in the vicinity of $4,000,000. Happily for the United Kingdom economy, the employ list will ultimately contain 800 or more names and most of the machinery and equipment necessary to outfit the plant will be purchased from British sources.

Situated some 18 miles southeast of Glasgow and containing about 150,000 sq. ft., the new Cummins plant will produce the high-output, high-speed, lightweight Diesels currently turned out at the Hoosier home base, and all will be equipped with the simplified Cummins PT fuel injection system.

Vice-President Cummins expresses the belief that a large percentage of the Shotts plant's output—which will include the famed Turbodiesels with their exhaust gas turbo-superchargers—will be sold in the U.K.'s export market. Outside the United States and Canada, Cummins maintains 140 sales and service agencies in 88 countries, and placed its engines in no less than 110 countries during the year 1955.

To handle the distribution of Cummins products to equipment manufacturers in the United Kingdom and continental Europe, the company will set up a sales and application engineering office in the British Isles.

Cummins Diesels have marine applications with work boats and fishing and pleasure craft, as well as with Diesel-electric generator sets.

D. J. Cummins, the man who will direct activities at his corporation's only other manufacturing facility, has served the firm at various times in his career as manager of the research laboratory; manager of quality control, and manager of engineering and quality control. His engineering vice-presidency was awarded in 1948, and the board of directors welcomed him four years later.

Plans Move Right Along In Milwaukee For Eighth Annual Sentinel Sports Show

Many marine manufacturers, distributors and retailers have indicated that they will exhibit at the eighth annual Great Lakes Boat Show, companion attraction of the 17th annual Milwaukee Sentinel Sports Show, March 23-31, in the Milwaukee Arena and Auditorium.

Your copy!

1957 DANFORTH® PRICE LIST

TEAR ON PERFORATED LINE

This is your 1957 Danforth® Anchors price List, so be sure to keep it! If you need additional copies, write DANFORTH® ANCHORS, 2145 Allston Way, Berkeley, California.

FREE! Mats, cuts, photos for advertising and a new folder to help promote your sales.

DANFORTH® ANCHORS

2145 Allston Way, Berkeley 4, California

Director Charles D. Collins, who directs the twin expositions, indicates that the list of exhibitors signed to date is only partial and that more are expected to be added before the Milwaukee event. The Sentinel event is owned and operated by the newspaper and is said to be one of the Midwest's largest consumer boat shows.

The exhibitor list to date includes Evinrude, Mercury, Scott-Atwater, West Bend, Tessner Motors and Boats, Erv & Ed's Marine Service, Rapids Distributing Co., Tinus Marine, Kinn Motors Marine, Capitol Sports Center, Reinhardt's Marine, Kleinman Marine, Carver Boats, Joy Brothers, Freeman Marine, Lone Star Boat Co., Standard Steel Products, Milwaukee Marine Co., Northern States Equipment Co., AeroCraft, ABC Supply, Ju-Ral Products, Welter & Son, Alva T. Smith Co., Kenworth Mfg. Co., Wolfgram Boat Works, Hahn & Walters Marine, Tesch Marine & Sports Mart and Richardson Marine Service.

The Sentinel, with the cooperation of the Wisconsin Marine Chamber of Commerce, is conducting a boat safety contest in conjunction with its Boat Show. Entrants will be required to answer fundamental questions concerning boat safety, with the tie-breaker to be a short 25-word essay on either boat safety enforcement, new regulations or education of the small boater. The prize for the contest is boating equipment which the winner can obtain at the exhibiting retailer of his choice. Contest entry blanks will be at the retail stores of exhibitors or at their boat show booths.

Space is at a premium for the 1957 Great Lakes Boat Show, although inquiries from legitimate exhibitors are welcome. Inquiries should be addressed to Charles D. Collins, director, Milwaukee Sentinel Sports Show, Milwaukee 1, Wis.

More Data No., Danforth 223

DANFORTH® ANCHORS

When the Danforth® anchor was so exhaustively tested at the start of World War II, it was found to hold far more for its weight than any other anchor made. All of these Danforth® anchors tested were made of **cast steel.** Since then, the fabricated high-strength steel Danforth® Standard was developed, cutting weight approximately **in half,** with slightly increased holding power; and the alloy steel Danforth® Hi-Tensile, cutting weight still further, yet gaining more in holding power. Today, the Hi-Tensile is the very finest of all anchors, built tremendously strong with rolled-alloy steel flukes, heat-treated, drop-forged alloy steel shanks, and drawn seamless steel tubular stocks.

DANFORTH® *HI-TENSILE* ANCHORS

These anchors are the powerhouses of the anchoring world, and second only to the Danforth® Hi-Tensiles in holding power per pound of weight. Sizes from 2½-S to 8-S are of special high-strength steels. From 13-S to 180-S, they are built with high-strength steel flukes, heat-treated, forged steel shanks, and seamless tubular steel stocks. High-strength cast steel anchors are available from 300-S to 21,000-S. Danforth® Standard anchors may be ABS-approved at reduced weights for all vessels.

DANFORTH® *STANDARD* ANCHORS

Made in 4-SP and 8-SP sizes only for small boat use over snag-filled bottoms. At normal scope, there is little strain on the shearpin; a direct vertical pull, however, shears the pin and allows the shank to fold back into the crown slot and pull the anchor out backward. Ordinary nails of the size desired serve as shearpins. Shearpins supplied: (4-SP) 12 ga. 1¼" copper nails (8-SP) 8 penny galv. nails.

DANFORTH® *SHEARPIN* ANCHORS

1957 *GENERAL* PRICE LIST

SIZE (No. is Approx. Weight)	PRICE BLACK	PRICE GALVANIZED
***HI-TENSILE* PRICES**		
5-H		$ 14.50C
12-H		28.00C
18-H		39.50C
28-H		56.00C
60-H		105.00B
90-H		136.00B
Other sizes up to 5,000 lbs.		
***STANDARD* PRICES**		
2½-S		4.70C
4-S		7.50C
8-S		14.80C
13-S		23.50C
22-S		35.00C
40-S		48.50C
65-S		65.00B
85-S		84.00B
180-S	$168.00B	178.00B
300-S	185.00A	245.00A
400-S	232.00A	295.00A
500-S	272.00A	345.00A
750-S	330.00A	420.00A
Other sizes up to 21,000 lbs.		
***SHEARPIN* PRICES**		
4-SP		7.50C
8-SP		14.80C

F.O.B. POINTS
A—Philadelphia, Pennsylvania
B—Berkeley, California
C—Buffalo, New York

DANFORTH® DIMENSIONS

Anchor Size	Anchor Length	Stock Length	Fluke Length
HI-TENSILE			
5-H	21	16½	11¾
12-H	27½	21½	15½
18-H	34	26¾	19
28-H	39½	31	22
60-H	49⅜	38	27
90-H	53½	41	29¼
STANDARD			
2½-S	17¼	13	9
4-S	19	14¾	10¼
8-S	24	18¼	12½
13-S	28½	21½	15
22-S	35	26¾	18¾
40-S	40¾	31	21¾
65-S	50	38	26½
85-S	54	41	28½
180-S	60½	46	31¾
300-S	60½	48½	34¼
400-S	62¾	50	35½
500-S	68½	54½	38½
750-S	74¼	58½	40¾
SHEARPIN			
4-SP	19	14¾	10¼
8-SP	24	18¼	12½

SUGGESTED DANFORTH® SIZES FOR VARIOUS BOATS

Size of anchor for any boat depends upon harbor exposure, wind velocity, type of holding ground, possible scope, hull form, and other elements. How to arrive at the proper size for various conditions is described fully in "Anchors and Anchoring." Suggested sizes below represent good general practice, but more accurate calculations are recommended.

LENGTH	AVERAGE BEAM		STANDARD Sizes		HI-TENSILE Sizes		
	Sail	Power	Working	Storm	Lunch Hook	Working	Storm
10	4	4	2½	4	—	5	5
15	5	5	4	8	—	5	5
20	6	6	8	13	—	5	12
25	6½	7	8	13	5	12	12
30	7	9	13	22	5	12	18
35	8	10	22	22	5	18	18
40	9	11	22	40	5	18	28
50	11	13	40	65	12	28	60
60	12	14	65	85	12	60	90

Write for your free copy of "Anchors and Anchoring."

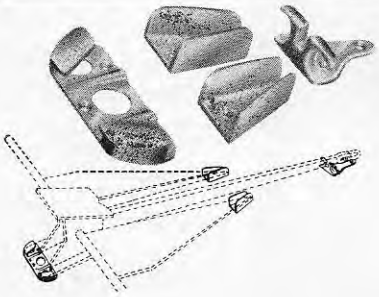
GENERAL INFORMATION

Danforth® anchors have many qualities in addition to their ability to hold more than *any* other anchor. They take hold fast, go down under stress until they reach good holding ground. No fluke sticks up to foul the anchor line; *both* flukes are *holding*. They cannot rotate out, they come up clean, and break out easily in relation to the strain they have withstood. They stow easily on deck or in hawsepipe. Danforths give you every advantage including *lowest cost* for the holding power!

COMPARISONS OF ANCHORS WITH EQUAL HOLDING POWER

Anchors in each line, reading from left to right, are capable of holding the same size of boat over a mud bottom. For instance, a given boat would be just as safe with a Danforth® 18-H, Danforth® 22-S, 185-lb. kedge, or 465-lb. stockless. In firmer bottoms, even smaller Danforth® anchors equal the other anchors. Data was obtained under sea conditions using electronic strain gauges.

DANFORTH® HI-TENSILE	DANFORTH® STANDARD	CAST DANFORTH® MARK II & MARK III	YACHTSMAN'S KEDGE	STOCKLESS TYPE
	2½-S		20 lbs.	50 lbs.
	4-S	8 lbs.	40 lbs.	100 lbs.
5-H	8-S	17 lbs.	65 lbs.	160 lbs.
12-H	13-S	22 lbs.	100 lbs.	250 lbs.
18-H	22-S	30 lbs.	185 lbs.	465 lbs.
28-H	40-S	55 lbs.	230 lbs.	575 lbs.



DANFORTH® ANCHOR CHOCKS

For safe stowage and instant release . . . cast bronze chocks. Polished chrome-plated chocks are also available through your dealer. Prices FOB Gardiner, Maine.

SIZES	FOR ANCHOR SIZES	LIST PRICE
CH-1	12-H, 18-H, 28-H, 8-S, 8-SP, 13-S, 22-S	$ 9.50
CH-2	60-H, 90-H, 40-S, 65-S, 85-S	12.50

DANFORTH® ANCHORS

2121 ALLSTON WAY
BERKELEY 4, CALIFORNIA

and this was accomplished as the guests had the chance to exchange opinions and ideas with such Correct Craft executives as President Ralph C. Meloon; W. C. Meloon, chairman of the board; Vice-President Walter O. Meloon, and Sales Manager Norman M. Sewell.

The program opened with a welcome from the Orlando mayor, who was later to carry off the unveiling assignment, and continued as the dealers and their families were briefed on the '57 Correct Craft fleet.

George Knoerr, head of Correct Craft's advertising agency, George Knoerr & Associates of New York City, filled his hearers in on the ambitious publicity plans which have been formulated to reach a maximum number of prospects through newspaper, magazine, radio, television, and other far-reaching media.

The corporation placed a pair of its 1957 craft—the 34′ Gulf Stream Fisherman and the low-cost 22′ Vacationer Deluxe—at the disposal of the visitors.

Locale of the second day's activities was famed Cypress Gardens, where three of Dick Pope's champion water skiers climaxed proceedings by negotiating the dangerous ski jump in a demonstration of the speed, power, and versatility of Correct Craft's 27′ Biscayne Sport Fisherman.

To point up the influence wielded by the dealers, their acclaim for the 27-footer—billed as the only pleasure vessel of its size and price to come standardly-equipped with a true fishing bridge with dual hydraulic controls, dual steering, and dual instruments—prompted the manufacturer to revise production plans so as to give greater attention to this model.

Prior to the introduction of the 16′ inboard on the final day, technical experts of the country's leading marine supply firms participated in a dealer symposium which touched on advancements in such lines as electronic equipment, lumber, engines, paints, and varnish.

In the concluding address, President Ralph Meloon summed up his concern's feelings on the success of the meetings when he declared "It's been a pleasure to act as your hosts for these days, and I know—since so many of you have chosen to stay on after the meeting ends—that it has been as enjoyable and profitable for you as for us."

A similar event—a hard core of business interspersed with luncheons, dinners, and banquets for dealers and their family members—has already been scheduled for Dec. 2-4 of this year.

Branch Office In Miami, Fla. Is Opened By Fibre Glass-Evercoat Co., Inc. Of Ohio

JOE LINDER, PRESIDENT of Fibre Glass-Evercoat Co. Inc. in Cincinnati, announced that Fibre Glass-Evercoat of Florida was recently opened in Miami at 425 West Flagler to serve the Florida territory.

The Miami branch will carry a complete stock of all Fibreglass-Evercoat products to assure prompt delivery and service in the Florida area.

The Miami location is in charge of Howard Weiler and Ed Smith. The new branch will have an exhibit at the 1957 Miami Boat Show and dealers and distributors are invited to visit with them. The parent company will exhibit at many of the National Boat Shows, including Chicago, New York, etc.

Fibreglass-Evercoat marine fibreglass products are sold nationally from coast to coast, through marine dealers and distributors.

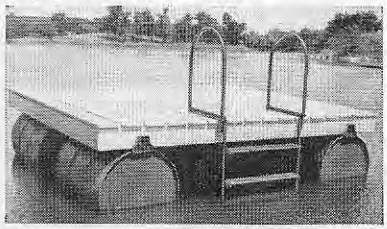
QUICK AND EASY TO ERECT OR TAKE DOWN . . .

***Without working in water . . .* "PERMA-DOCK" METAL BRACKETS**

Now you can put up and take down your dock each season and can cut the time in half, using "Perma-Dock" Metal Brackets. You get a stronger, safer dock and you work from top of dock—without standing in cold water. Simply build wooden sections on shore, attach "Perma-Dock" Brackets and float into place on boat. Stand on dock, drop steel pipes through brackets and drive into bottom. Set screws lock brackets securely on pipes—easy to adjust for changing water levels. Dock may be taken down by sections just as easily and quickly. 1¼", 1½" and 2" Brackets for standard steel pipes. Low FIRST COST and a permanent dock. Your present wood sections are easily adapted for use with the fast, worksaving Perma-Dock method.

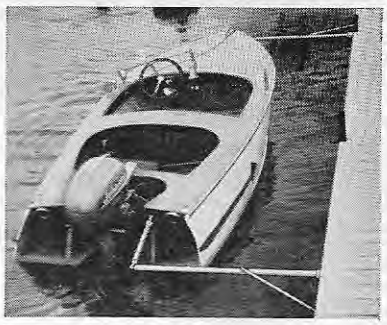
Make a stronger FLOAT this easy way with "PERMA-DOCK" FLOAT BRACKETS

Perma-Dock Float Brackets securely fasten 55-gallon drums to landing or swimming floats of any size—making construction and handling an easy job. "Perma-Dock" Ladder can be used on either Float or Dock.



Moor your Boat safely with "PERMA-DOCK" MOORING BARS

Your outboard runabout or any small boat is safely moored with "Perma-Dock" Mooring Bars, making it easy to step in or out of boat. Strong springs attach to bow and stern—your boat's strongest parts—so boat rides easily yet never bumps or rubs dock. Bars attach to dock or float, and fold in flat when not in use. Ruggedly built, zinc plated.



NEW HOIST for Outboard Motors

New hoist easily handles outboard motors up to 200 lbs. *Eliminates back-breaking and dangerous lifting between dock and boat.* Fits 1¼" to 2" dock pipe.

FREE — Marine Specialties Folder

"Perma-Dock" Marine Specialties save you time and work, protect your boat, add to your guest's pleasure — and are economical. Send today for free folder.

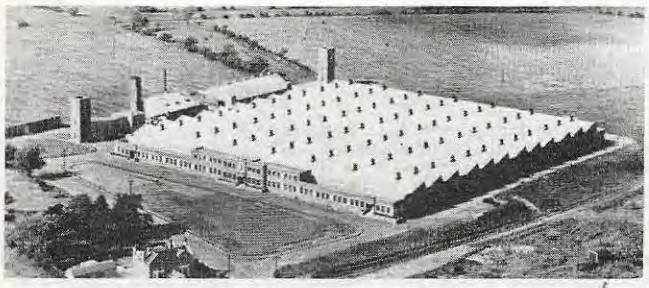
MARINE SPECIALTIES DIVISION
CENTRAL MACHINE WORKS COMPANY
Established 1890
1201 Central Avenue • Minneapolis 13, Minnesota

More Data No., Central Machine 222

One-Story, 150,000 Sq. Ft. Factory Established In Scotland By Cummins

PRODUCTION IS SCHEDULED to get underway this year in the modern one-story factory in Shotts, Lanarkshire, Scotland which the Cummins Engine Co., Inc., of Columbus, Ind., has acquired for the manufacture of its Diesels.

Operations at the Shotts plant—to be a wholly-owned subsidiary of the Columbus corporation and registered as the Cummins Engine Co., Ltd.—will be under the supervision of D. J. Cummins, who has been with the parent firm since its inception in 1919 and whose titles include director and vice-president for engineering.



This is Cummins' newly established plant at Shotts, Lanarkshire, Scotland.

By the time full operation is reached—by 1959, it is hoped—Cummins estimates its work force will stand at about 450 persons and its total investment in the vicinity of $4,000,000. Happily for the United Kingdom economy, the employ list will ultimately contain 800 or more names and most of the machinery and equipment necessary to outfit the plant will be purchased from British sources.

Situated some 18 miles southeast of Glasgow and containing about 150,000 sq. ft., the new Cummins plant will produce the high-output, high-speed, lightweight Diesels currently turned out at the Hoosier home base, and all will be equipped with the simplified Cummins PT fuel injection system.

Vice-President Cummins expresses the belief that a large percentage of the Shotts plant's output—which will include the famed Turbodiesels with their exhaust gas turbo-superchargers—will be sold in the U.K.'s export market. Outside the United States and Canada, Cummins maintains 140 sales and service agencies in 88 countries, and placed its engines in no less than 110 countries during the year 1955.

To handle the distribution of Cummins products to equipment manufacturers in the United Kingdom and continental Europe, the company will set up a sales and application engineering office in the British Isles.

Cummins Diesels have marine applications with work boats and fishing and pleasure craft, as well as with Diesel-electric generator sets.

D. J. Cummins, the man who will direct activities at his corporation's only other manufacturing facility, has served the firm at various times in his career as manager of the research laboratory; manager of quality control, and manager of engineering and quality control. His engineering vice-presidency was awarded in 1948, and the board of directors welcomed him four years later.

Plans Move Right Along In Milwaukee For Eighth Annual Sentinel Sports Show

Many marine manufacturers, distributors and retailers have indicated that they will exhibit at the eighth annual Great Lakes Boat Show, companion attraction of the 17th annual Milwaukee Sentinel Sports Show, March 23-31, in the Milwaukee Arena and Auditorium.

Your copy!

1957 DANFORTH® PRICE LIST

TEAR ON PERFORATED LINE

This is your 1957 Danforth® Anchors price List, so be sure to keep it! If you need additional copies, write DANFORTH® ANCHORS, 2145 Allston Way, Berkeley, California.

FREE! Mats, cuts, photos for advertising and a new folder to help promote your sales.

DANFORTH® ANCHORS

2145 Allston Way, Berkeley 4, California

Director Charles D. Collins, who directs the twin expositions, indicates that the list of exhibitors signed to date is only partial and that more are expected to be added before the Milwaukee event. The Sentinel event is owned and operated by the newspaper and is said to be one of the Midwest's largest consumer boat shows.

The exhibitor list to date includes Evinrude, Mercury, Scott-Atwater, West Bend, Tessner Motors and Boats, Erv & Ed's Marine Service, Rapids Distributing Co., Tinus Marine, Kinn Motors Marine, Capitol Sports Center, Reinhardt's Marine, Kleinman Marine, Carver Boats, Joy Brothers, Freeman Marine, Lone Star Boat Co., Standard Steel Products, Milwaukee Marine Co., Northern States Equipment Co., AeroCraft, ABC Supply, Ju-Ral Products, Welter & Son, Alva T. Smith Co., Kenworth Mfg. Co., Wolfgram Boat Works, Hahn & Walters Marine, Tesch Marine & Sports Mart and Richardson Marine Service.

The Sentinel, with the cooperation of the Wisconsin Marine Chamber of Commerce, is conducting a boat safety contest in conjunction with its Boat Show. Entrants will be required to answer fundamental questions concerning boat safety, with the tie-breaker to be a short 25-word essay on either boat safety enforcement, new regulations or education of the small boater. The prize for the contest is boating equipment which the winner can obtain at the exhibiting retailer of his choice. Contest entry blanks will be at the retail stores of exhibitors or at their boat show booths.

Space is at a premium for the 1957 Great Lakes Boat Show, although inquiries from legitimate exhibitors are welcome. Inquiries should be addressed to Charles D. Collins, director, Milwaukee Sentinel Sports Show, Milwaukee 1, Wis.

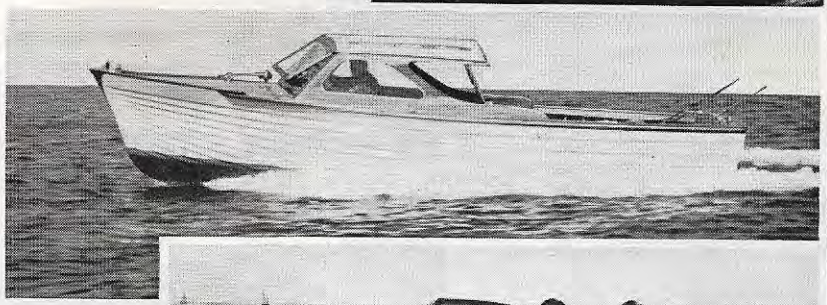
More Data No., Danforth 223

It's Easy to Sell the Quality of FINN-CRAFT

Flaring, rakish bow . . . graceful, flowing sheer . . . full, dry freeboard . . . all make Finn-Craft's **Estlander** line the most distinctive, beautiful and coveted craft on the market today. Greater family comfort, added seaworthiness, surprising speeds, lasting durability are also characteristics of Finn-Craft. Above all Finn-Craft — handcrafted by master builders with generations of experience — are clinker-built of select Northern Pine or African Mahogany and seams are glued and copper riveted.

22' SURFMASTER inboard Sport Fisherman with Cabin.
22' DAGGER inboard Family Utility, spacious
18' Outboard Family Utility, sleeps 2, good fisherman.
15½' Outboard Day Utility, biggest little boat afloat!

See Finn-Craft at the following Shows
New York Nat'l Boat Show — Finn-Craft Exhibit
Ft. Lauderdale Boat Show — The Lauderdale Marina, Inc.
Jersey Coast Boat Show — Squan Outboard Center Exhibit
Chesapeake Bay Boat Show — Nolands Exhibit
Miami Int. Boat Show — The Lauderdale Marina. Inc. Exhibit
L. I. Boat Show (Jamaica) Hummel Marine Supply Co. Exhibit



Write for Brochure and See Us at the Shows

★ **Finn-Craft, Inc.** ★

55 West 42nd St. New York 36, N. Y.

Well-Stocked Fiberglass Department Assembled For Dealers By Neehi Firm

SO THAT DEALERS may realize a handsome profit from the sale of its products, Neehi Protective Coatings, Inc., has devised a smart Fiberglass merchandise kit which sells below the regular wholesale price and comes in an eye-catching display carton.

New Neehi fiber glass boat resin merchandiser contains basic dealer stock.

The self-contained department consists of 30 yards of Fiberglass material; 12 quarts of Neehi boat resin (super); 12 quarts of the regular boat resin; two dozen bottles of Neehi boat resin hardener; 24 jars of the corporation's boat resin in an array of colors, and a dozen quarts of Neehi boat resin cleaner.

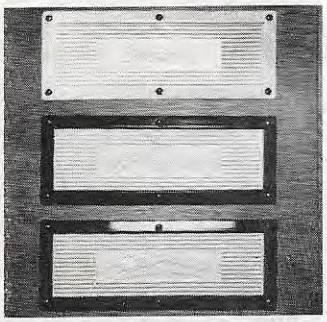
Also available with the kit are such display items as banners and yacht flags, plus a supply of "how-to-do-it" books upon which the dealer can imprint his name.

The Neehi corporation, which is located in Lindenhurst, N. Y., furnishes a catalogue sheet on the kit and reveals that orders can be placed now for delivery as late as March 15.

Florida Firm Announces Another New Item In Its Line Of Ten-A-Flex Marine Equipment

FLORIDA PLASTICS OF Palmetto, Fla. announces a new item in their line of Ten-A-Flex Marine Equipment — Plastic Step Plates, in beautiful colors to match the trim on the boat.

These plates may be ordered in any of the Ten-A-Flex colors; red, white, blue, or black. The rims may be ordered to match or mix, giving sixteen different color combinations to match any boat. Manufacturers may order the step plates with their trade name molded in the center of the plate at a very low cost.



New step plates are available in many colors and designs.

Florida Plastics also announces the new Futuramic Plastic Counter Display with the marine letters and numbers in the new "Skin Pack" which keeps the merchandise clean and new looking indefinitely. The Futuramic display will hold three sizes; 2 inch, 3 inch, and 4 inch in the four Ten-A-Flex colors: red, white, blue or black.

For More Information Write No. 1192 on "More Data Card"

More Data No., Finn-Craft 224

Furniture Gives Way To Outboard Boats In Dennis' Knightstown, Ind., Store

AT ITS 134 W. Carey St. location in Knightstown, Ind., the Dennis Boat Co. offers facilities for storing, repairing, and painting boats in addition to rental space where customers can get ready advice in the assembly of their kits.

The five-month-old boat firm is owned by Ralph W. Dennis, who is putting to good use in his new enterprise the 10 years' experience he has had in woodworking.

His father, R. R. Dennis, brings to the operation of the company the valuable knowledge of 53 years in the woodworking trade, for 35 of which he turned out occasional tables and such for nation-wide distribution by his own Dennis Furniture Co.

Son Ralph has devised the slogan "Dennis Wraps It Up" for his boat company, because he is dealer for a well-rounded line of marine products; because about half the 10,000 sq. ft. at the store is devoted to winter storage and is accessible via a convenient driveway; because of the complete machine and painting rooms, and because of the provision of tools and room—as well as the on-the-spot advice—for customer construction of the Chris-Craft kit boats which help take up the 40′ by 80′ display area.

As evidence of the all-around completeness of his stock, Dennis reports his dealership embraces Chris-Craft and Wolverine boats; Buccaneer motors; Alloy "Fleet-Master" trailers; Chris-Craft marine engines; Retracto trailer hitches; Vollrath marine hardware; Airguide instruments; 1000 yacht paint and varnish, and Interlux marine paints.

The late—1956 work force of two is to be supplemented in its boatbuilding chores by several more men as spring approaches; their duties will also entail assistance in repairing and refinishing craft, and — some day — the company plans to establish a service department, Owner Dennis asserts.

New Jersey Yacht Sales Corp. To Host Boat Show Mar. 9-24

MARKING THE HAPPY changeover from winter to spring for boating enthusiasts in the region around Point Pleasant Beach, N. J., will be the annual Boat Show of the New Jersey Yacht Sales Corp. there March 9-24.

Without doubt, the center of attraction will be the huge showroom with its complement of new boats for '57, among them all Century models; new 42′ Wheeler cruisers; a 26′ Emancipator twin-screw Sport Cruiser; dinks and a 19½′ "Glamour Girl" Sportfisherman with a shelter top by Dyer, and Hacker Express craft.

But there'll be plenty more to see and to do on the corporation's grounds, situated on Rt. 35 at the Manasquan River, during the 16-day run of the show.

The firm's brokerage department is setting up a display of about 100 used boats in the basin, yard, and covered storage shed. The mayor, members of the Greater Point Pleasant Chamber of Commerce, and the shore area's Seafood Princess will participate in festivities on opening day, which has been set aside as "Point Pleasant Day".

Making its first appearance anywhere at the show will be a Bay Head 35′ Express Sportfisherman skiff whose basic design is the work of the corporation's

More Data No., Hilltop 225

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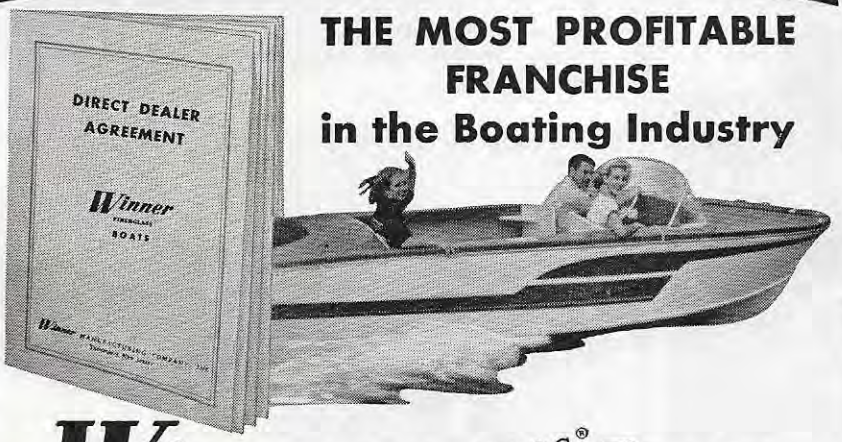


THE MOST PROFITABLE FRANCHISE in the Boating Industry

Winner FIBERGLAS® Boats

- The highest discount plan in the industry.
- A retroactive volume bonus plan good for several thousand dollars a year.
- A freight allowance plan good for big savings thru prepaid freight shipments.
- Plus many other profit building advantages.

Complete Outboard Line
12′ — 15′ — 17′ — 19′
Utility Models
De Luxe Runabouts
Cabin Cruisers

H. L. JOHNSON, General Sales Manager

For full details write . . . **Winner MANUFACTURING COMPANY, Inc.**
101 Railroad Ave., West Trenton, N. J.

WORLD'S MOST EXPERIENCED BUILDER OF FIBERGLAS BOATS

WINNER DEALERS RARELY, LOSE A SALE

The smartness, colorful beauty and durability of Winner Boats tell you why they have such tremendous public acceptance.

They are designed and built to give smooth, carefree boating and maximum safety. And WINNER one-piece hulls, molded of tough, lasting fiberglass provide minimum maintenance that keep their users happy.

They'll be on display at the New York Boat Show in January and the Chicago Boat Show in February. Stop at our exhibit and visit with us.

Grant W. Bauer and whose interior effects have been dreamed up by *Mrs.* Grant (Isabelle Johnson) Bauer.

Accommodations for five, two toilets, and a shower help comprise some of those interior features, along with a bright-finished mahogany-and-holly cabin sole; limed knotty cedar panelling; use of a sea horse motif in the decorating theme, and curtains, cushions, and toilet room tile tastefully set off in brown, white, and turquoise.

Contrast is afforded on the outside as well with gleaming seal brown topsides blending into white cabin sides and apron-type boot-top.

Capable of speeds above 30 mph with twin Chrysler V-8's for power, the 35-footer is equipped with Monel tanks, shafts, exhaust silencers, and cabin screens; full teak decking; a dinette table of hand-rubbed African walnut; a fiberglass cabin top; foam rubber mattresses 5½″ thick; a stainless steel galley with hood and exhaust blower; an electric refrigerator and freezer accessible from both the galley and the bridge; teak shower grating with Monel sump tank; copper pans beneath each engine, and hydraulic controls.

Continuing with standard items of equipment: A combination bar and radio cabinet on the bridge; a teak instrument panel with individually-mounted instruments and switches; hinged windshields—with tinted safety glass—for both cabin and bridge; flush under the cockpit, a Monel-lined fish well; an automatic CO_2 fire-extinguishing system; fume detector; electric anchor windlass; a military mast with yardarms; a chromed bow rail; converter and generator; fathometer; hot water system; water speed indicator, and 8″ seachlight.

Although the Show won't open officially until 11 a.m. Saturday, Mar. 9, corporation officials have scheduled a preview showing by invitation only the evening of Mar. 8.

A number of nautical displays have been set up at the show, and as the days pass such events will be staged as a fashion parade of yachting apparel; an organ concert; demonstrations by Sea Scouts and members of the Coast Guard Auxiliary; movies on water sports and deep-sea fishing; lectures on seamanship, and appropriate selections by a male chorus.

Campbell Manufacturing Co. Expands Line With Cushion & Upholstered Seat Division

ALREADY ONE of the industry's outstanding designers and manufacturers of boat canopies, boat covers, and other marine accessories, Campbell Manufacturing Co., Inc. of Dallas, Texas, has expanded production to include the all-new Boat Cushion and Upholstered Seat Division. These cushions are smartly designed to enhance boat beauty and decor, says the Texas firm.

Many leading boat manufacturers have equipped their 1957 models with Campbell custom-styled cushions. Each line of seats and cushions receives personal attention from designers and expert craftsmen, using only the finest materials available. Campbell's manufacturing and engineering facilities have been expanded to take care of requests for assistance in the design of special upholstered cushions received from boat manufacturers, distributors, and dealers throughout the United States.

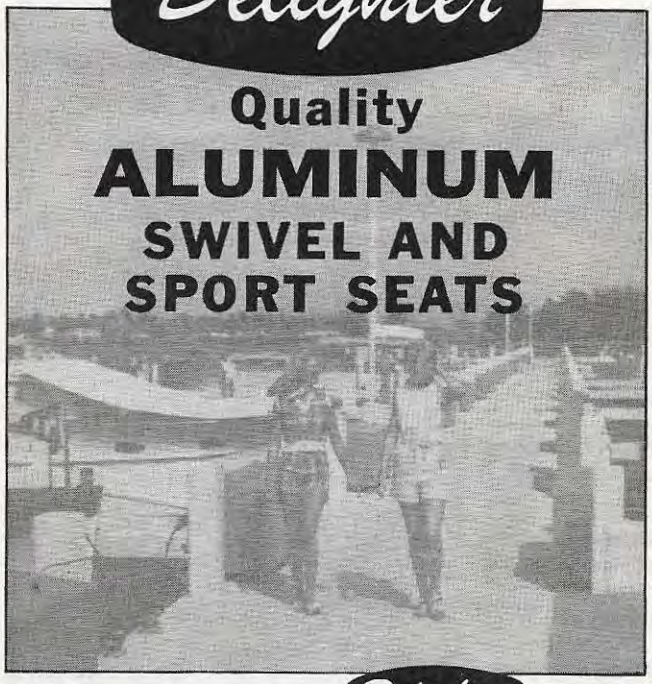
For More Information Write No. 1030 on "More Data Card"

More Data No., Winner 226

There Is No Substitute for

Delighter®

Quality
ALUMINUM
SWIVEL AND
SPORT SEATS

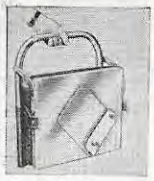


Delighter®

"BEST . . .
yet competitive with the rest!"

63 SWIVEL SEAT

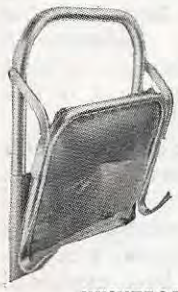
A "must" for buy-on-sight sales. Full 360-degree swivel action. Soft, cozy Kapok snap-on seat floats. Water-repellent No. 12 duck, in red, green or blue. Weighs only 5½ lbs. Coast guard approved cushion, 63C, also available, green only, at slight extra cost.



Delighter

34 SPORT SEAT

Highly popular.
Breaking sales records year after year. Fine for boating, fishing, and stadium-spectator sports. 3 hook-on styles for boat and stadium use. 1" aluminum frame, sturdy, with spacious Kapok filled seat. Fabric is water-repellent No. 12 duck in red, green or blue.



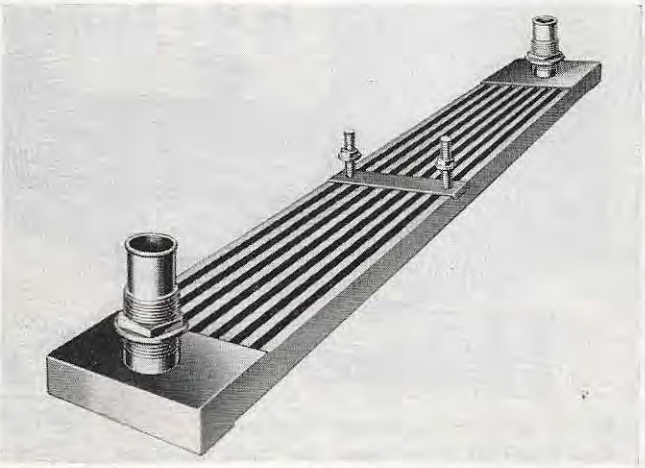
UNIVERSAL CONVERTING CORP.
409 SAWYER ST., NEW BEDFORD, MASS.

ALUMINUM Folding Chairs, Swivel & Sport Seats, Specialties

More Data No., Universal Converting 550

GridCooler By R. W. Fernstrum & Company Protects Marine Engines From Foreign Matter

THE GRIDCOOLER SHOWN BELOW is a compact, highly efficient form of keel cooling adaptable to all types of pleasure, work boat and fishing craft. Its maker is the R. W. Fernstrum & Co. of Menominee, Mich. Its use eliminates sand and silt deposits in engine jackets, and protects engine from corrosion and deposits in salt water operation.



GridCooler is available in several sizes to fit many boats.

It is a completely assembled unit making for easy installation, equipped with zinc electrodes and heavy neoprene mounting gaskets. They are available in a wide range of sizes to meet engine requirements and operating conditions.

Gridcoolers are constructed of rectangular shaped tubing which is structurally strong and offers the maximum of cooling surface. Materials are of heavy gauge copper base alloy of high mechanical properties resistant to errosion and corrosion with all joints high temperature brazed.

One of its many features is that it lends itself to being recessed into hull for a flush type installation with no loss in heat transfer capacity.

For More Information Write No. 1031 on "More Data Card"

Hudson American's Five Model Radio Marine Telephone Line Will Be Shown At NY Show

SAFER, MORE PLEASANT BOATING in the year ahead is the aim of designers and engineers at the Hudson American division of Dynamics Corp. of America, New York City manufacturer. Officials and representatives of the division will illustrate their contribution toward this goal at the 47th annual New York Motor Boat Show this month.

To illustrate their point, they'll introduce a Hudson American radio marine telephone that's so new that even as The Boating Industry went to press, the unit remained unchristened. The new model, which brings to five the number of radio marine telephones produced by the firm, is available in both metal and wood cabinets and meets all present and proposed FCC requirements governing such instruments, according to the company. The new set offers eight channels and a power rating of 120 watts.

Like others in Hudson American's line of ship-to-shore and ship-to-ship communications instruments, the new unit will permit yachtsmen to keep in touch with home or office or summon the Coast Guard quickly in the event of emergencies and enables them to talk with other boats in their areas.

In addition the five units also allow boaters to receive regular radio news broadcasts as well as entertainment programs and weather bulletins. The line is designed to provide handsome accessories to today's modern craft, while providing an extra margin of safety.

The other four telephones in the Hudson American line include the Privateer V, the Corsair III, the Crusader II and the Marine IV. The first of these—the Privateer—is the economy model, made entirely of aluminum and weighing only 25 lbs. It's 8″ high, 13¼″ wide and 9¼″ deep and has two husky power connectors and push-pull modulators; the Privateer is also equipped with a completely new vibrator power supply.

The Corsair and Crusader both offer six channels in addition to the standard broadcast band. They have power ratings of 40 and 65 watts respectively. Both also feature a new antenna coupling that is said to provide a degree of harmonic attenuation considerably over the proposed new FCC regulations.

The Mariner IV is designed for large yachts and commercial fishing fleets, has seven channels and broadcast to give wide selectivity. It boasts 120 watts power rating.

Another item to be spotlighted by Hudson American at the boat show is a marine version of the Waring Blendor. The Waring Ice Jet for crushing ice and the Durabilt Mariner travel iron will also share the spotlight. Display of these items, for use on boats operating on 32 volts dc, are designed to further illustrate Hudson American's aim of helping make life pleasanter for the growing numbers of boating Americans during 1957.

For More Information Write No. 1032 on "More Data Card"

31' River Queen Steel Houseboat Used By Universal As Guest Craft

POWERED BY THE FIRM'S 25-hp Aqua-Pak V-Drive engine, a 31′ steel-hulled houseboat has been serving as an experimental and hospitality boat for the Universal Motor Co. of Oshkosh, Wis.

In addition, according to Advertising Manager J. L. Rusk, the firm's motors live up to their name by their performances at such divergent spots as the Caribbean and Venice, Italy.

Guests at Universal's AquaLab had at their disposal the shallow-draft houseboat manufactured by the River Queen Boat Works at Gary, Ind., and affording daytime accommodations for a dozen persons and double bunk bed for sleeping four at night.

Installed neatly under the aft deck of the 8′ beam boat and accessible through the flush hatch, the Aqua-Pak pushes the craft to speeds up to 10 mph while consuming only a gallon of gasoline per hour.

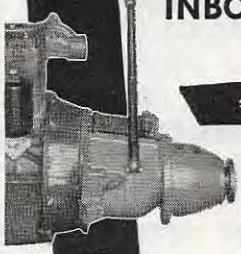
Universal's distributor in the Venice area, Ermenegildo Curti, reports that a 145-hp Aqua-Pak V-Drive does a splendid job of powering a 27′ Italian-built cruiser about the liquid streets of Venice at speeds as high as 34 mph.

A 22′ cruiser with 7′ beam and V-bottom construction, the Carmelena, serves its owner as an ideal craft for water sports and deep-water fishing in the Bahaman waters near Nassau with the aid of a Universal Cruiser Six with 90-hp rating, Rusk reports.

The owner, Dr. H. H. Dale — who resides in Connersville, Ind., but who keeps the Carmelena at Nassau in readiness for his frequent Caribbean jaunts — made known to the motor company his satisfaction with the service provided by his engine.

"The CAPITOL"

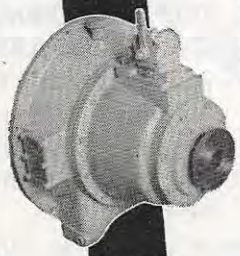
COMPLIMENTS ANY INBOARD INSTALLATION



Every ride is a luxury cruise when your craft is equipped with a dependable "Capitol" Gear. You'll discover new ease of handling, greater maneuverability and smoother performance right from the start . . . plus the quality craftsmanship that has made "Capitol" a famous name in marine equipment the world over. Start soon to enjoy a thrilling new adventure in seafaring with a "Capitol" Gear.

EF REVERSE AND REDUCTION GEAR

Features full 100% reverse. The EF Reverse Gear is made for a lifetime of use. Easy to install, the EF may be used on the Caterpillar D-311, Cadillac 210 h.p., Oldsmobile 88 and 98, Buick V-8, Chev V-8, Pontiac V-8, Ford and Mercury (85 h.p. and up) engines.

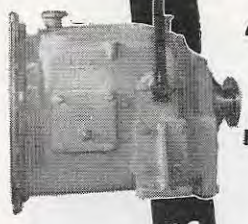


HYCD-200 HYDRAULIC REVERSE GEAR

Complete maneuverability for pleasure craft, fishing boats, harbor craft or work boats with engines up to 300 h.p. at 2,000 RPM. Also available with reduction gear 1½:1; 3:1; 3½:1; 4:1; 4½:1; 5:1; 5½:1; 6:1.

2 HE REVERSE AND REDUCTION GEAR

Here is the newest in hydraulically controlled marine gears. World famous for smooth, dependable control, instant response and longer service life. A compact unit, the 2HE features finger-touch control with full forward and full reverse. Can be used on gas engines to 250 h.p. at 4000 RPM and diesel engines 150 h.p. at 3000 RPM. Also available with reduction gear 1½:1; 2:1; 2½:1; 3:1; 4:1.

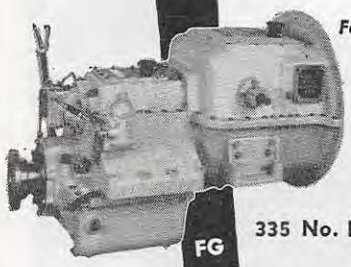


AC REVERSE GEAR

Direct drive reverse gear. Capacity 280 h.p. at 1000 RPM. Also available with reduction ratios of 2:1 and 3:1.

FG REVERSE AND REDUCTION GEAR

Capacity 500 h.p. at 1000 RPM. Reduction ratios of 2:1; 2½:1; 3:1; 3.75:1.



For Complete Details Write:

AUTO ENGINE WORKS, Inc.

335 No. Hamline Ave., St. Paul, Minn.

Designers and Builders of Dependable Gears . . . For Over Fifty Years.

More Data No., Auto Engine 228

DYNA-JET

There's a MICHIGAN WHEEL to give you JUST WHAT YOU WANT!

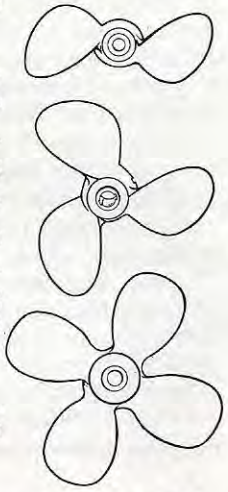
TOP SPEED. For the super-powered runabouts and fast cruisers it's the MICHIGAN DYNA-JET that will give the very maximum of speed. When cast of MICHALLOY XX, it will take all the power you can give it without flexing or distortion.

RIDDANCE OF VIBRATION. The MICHIGAN STAR 5-blader completely eliminates the vibration of an inboard installation which no 3 or 4-blade wheel can cure.

MORE SPEED AT NORMAL CRUISING RPM. Here, too, the "STAR" shines, and its MICHALLOY XX metal is so strong that blade fracture or failure is unknown.

TOP PERFORMANCE, TOO, FOR ALL PHASES OF OUTBOARD MOTOR-BOATING. Write for your FREE copy of our 1957 Outboard catalog with expertly engineered propeller recommendations including that of the SMC, a new, radically different and better wheel for the bigger motors (18 HP and larger)

MICHIGAN STAR



SEE these wheels at following shows: New York, Boston, Chicago, Seattle, Houston. Factory representatives will be in continuous attendance.

MICHIGAN WHEEL COMPANY GRAND RAPIDS 3, MICH.

(As advertised in leading boating magazines)

Mercury Distributors See Mark 75 In Demonstration At Fond du Lac

"IT'S A BEAUT! Did you ever see such power! Look at her go" These were but a few of the exclamations heard when a group of Mercury Outboard motor distributors were given a preview look at the new Mark 75 in Fond du Lac, Wis. recently.

President of Kiekhaefer Corp. demonstrates newest outboard motor to group of Mercury dealers.

The picture above, a "study" in rapt attention, was the result of removing the cowl from the motor. This was done to show the inner features of the all-new 60 hp, six-cylinder power-plant.

Standing in the boat answering questions about his latest creation is Carl Kiekhaefer, president of the Kiekhaefer Corp., manufacturers of Mercury outboard motors.

New York Coliseum Booths C75, C76 To House Interlux Boat Show Display

A NUMBER OF CHANGES and additions — all dictated by the demand from boat owners — has been incorporated into the Interlux line which will be on display in booths C 75 and C 76 in the New York Coliseum during the nine-day duration of the 47th annual National Motor Boat Show.

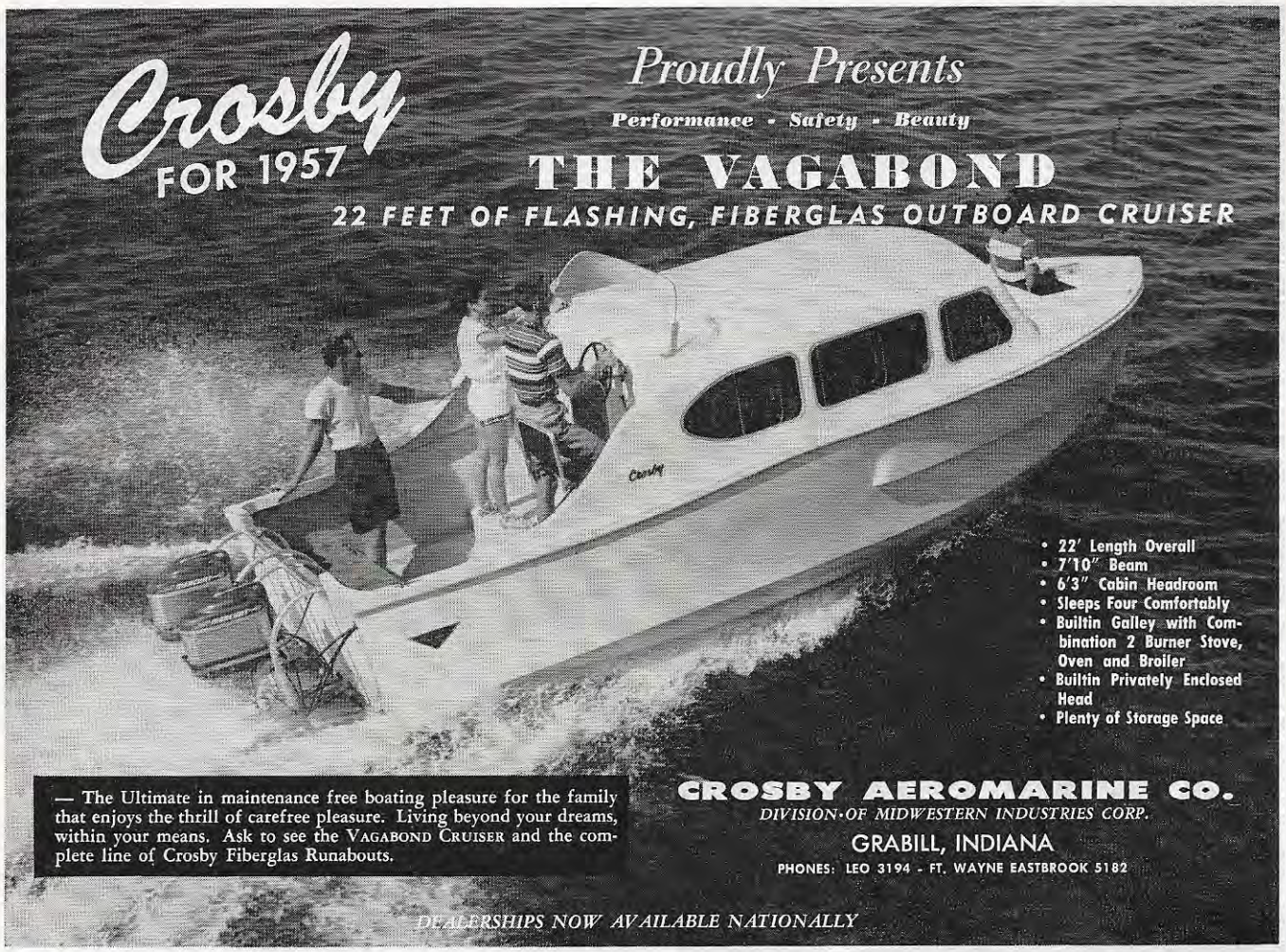
Officials of the International Paint Company, Inc., of New York City, have revealed that eight ready-mixed pastel shades have added variety to the Interlux assortment; green and blue Vinylux antifoulings are being introduced, and Surfacing Putty mahogany No. 255, white No. 257, and metallic (gray) No. 38 have supplanted Interlux plug compounds and metallic putty.

Experts on boat painting will be constantly available at the corporation's Coliseum headquarters for consultation on that subject; George V. Carlin has been designated manager in charge of the boat show operation.

To aid retailers, International is putting out a paint assortment of "best sellers" with a wire rack holder; an attractive electric window display which measures 36" by 35" and is produced in 12 colors, and a sizable group of new color cards, counter display cards, and instruction booklets.

For More Information Write No. 1033 on "More Data Card"

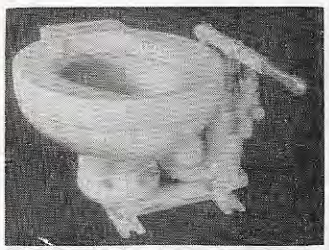
More Data No., Michigan Wheel 229



Dahmer's 1957 Catalog Ready For Distribution Lists Many New & Hard-To-Get Items

HENRY DAHMER, INC. of Keyport, N. J. has a complete new catalog available which lists, in addition to their regular line, many hard-to-get items. This is Dahmers way of aquainting the boating public with its complete 1957 line.

According to company spokesmen an unpresidented demand for the Dahmer rust-kleen filters, boat toilets and sinks in color has made necessary an increase in factory facilities. The increased facilities will insure prompt shipment in the domestic market as well as to export buyers.



Marine toilet found in new 1957 line shown in Dahmer catalog.

The new 1957 Dahmer catalog will contain important information, helpful rules and tables. The latest Coast Guard regulations will also be listed.

Dahmer toilets come in two sizes for both large and small boats and are available in five of the most wanted colors. The units can be installed either above or below the water-line.

Dahmers popular rust-kleen filters are available in five sizes and are said to be favored by yachtsmen as both a filter and rust preventer. The filters prevent rust, dirt and grime from entering the pumps and motors the manufacturers assert.

For More Information Write No. 1034 on "More Data Card"

Father And Son Team Complete Long Trip By Outboard To Attend Service School

John Bowden, Jr. and his father, John, Sr. being greeted by C. E. Scott after 20-day trip to Minneapolis from Houston.

IN ALL PROBABILITY the longest commuting trip ever to be made by an outboard, according to Scott-Atwater officials, was a trip recently completed by John Bowden, Sr. and his son, John, Jr. of Houston, Texas.

The 2,060 mile trip was made to attend the Scott-Atwater service school in Minneapolis, Minn. Taking 20 days, the trip was made in a 16' Carter Craft boat powered by a 1957 40 hp Scott-Atwater outboard motor. Both men are employees of Regal Marine & Sports Co.

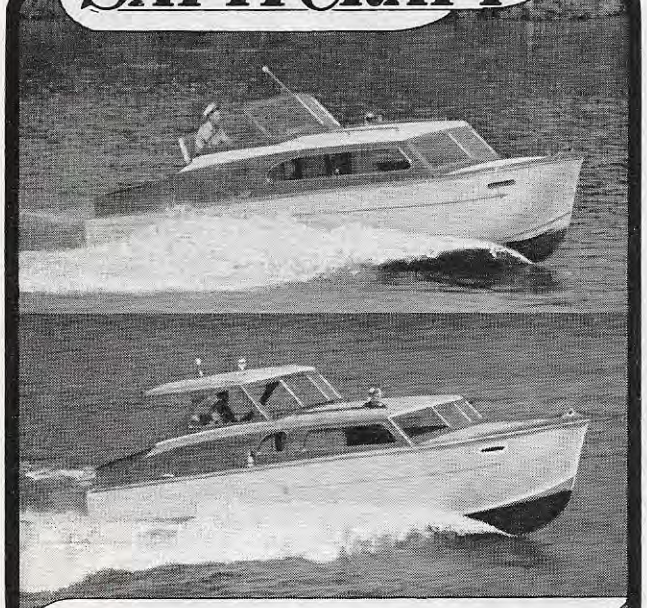
More Data No., Crosby 230

DEALERS!

Plan your 1957 Profits with the

AQUA-LIVING LUXURY LINER

SAFTICRAFT



See the complete 1957 line!

SAFTICRAFT'S new 1957 line continues the trend of durable, dependable, seaworthy craft with a new high in style and finish, that mean the finest in aqua-living to the boating prospect. Choose from the complete line . . . from the 26-ft. SPORTSMAN and 26-ft. HOLIDAY EXPRESS to the 40-ft. TAHITIAN!

Wood appearance! Wood performance! Steel Durability! Write or wire for details of the SAFTICRAFT Dealer Profit Plan.

See them at the New York and Chicago Shows!

E. W. & A. P. DUPONT, INC.
MORGAN CITY, LA.

More Data No., E. W. & A. P. Dupont 231

Texaco Shows New Packages At This Month's New York Show

THE TEXACO exhibit at this month's National Motor Boat Show at New York City's Colliseum will include a display of products and new packaging that keynotes the firm's marine line. In addition, visitors to the Texas Co.'s Booth C-185 will be able to learn more about Texaco's services and public information available to them.

The central unit of the exhibit is a large-scale chart of Long Island and Long Island Sound on which are shown models of the many types of navigational buoys used by the United States Coast Guard. A recorded commentary through individual telephone outlets describes the buoyage system and its meaning to the navigator.

These are two new packages for Texas Co.'s outboard gear oil, left, and outboard gear grease, right.

Unlimited Speedboat Racing is featured on the back wall of the exhibit with a display of cut-out models of "Miss Thriftaway," "Shanty I" and "Miss U. S. II," and the trophies they won during the 1956 season. The Gold Cup, Silver Cup, Harmsworth Trophy and Seafair Trophy are among the prizes won by unlimited speedboats said to have used advanced custom-made Havoline motor oil during the past racing season.

Sky Chief marine gasoline, introduced to the boating public at the 1956 National Motor Boat Show, is exhibited. Specially manufactured to deliver the full rated horsepower from modern high compression marine engines, this high octane, gum resistant gasoline is equally at home in older inboard engines and in any model of outboard, according to the company.

Of special interest to outboard sailors are the new packages of Texaco outboard gear grease and Texaco outboard gear oil EP 90. Both products are now in 8 oz. plastic tubes with screw-top spouts tapered to fit all models of outboard engines. The practical size and the pliable plastic of the new tubes make them both easy to use and to stow.

The 1957 edition of Texaco's cruising charts are off the press and orders for them may be given at the Texaco Waterways Service counter at the booth. There are nine Texaco cruising charts covering the waterways of the Atlantic and Gulf Coasts, the New York canals and Great Lakes, and the Mississippi River System.

D. Hendrix, manager of Texaco's marine sales division, and Geoffrey G. Smith, of the small craft sales division, will be in charge of the Texaco booth, assisted by a staff of marine engineers and sales personnel.

For More Information Write No. 1035 on "More Data Card"

Dealers Got Local Publicity For Boating By Talking To The Newspaper Publishers

EDITOR'S NOTE: Here's Ruel McDaniel's story of how Houston, Texas dealers, through their trade association, induced the local press to give better coverage to the boating industry and associated topics. It might work in your community, too.

The average daily newspaper is usually liberal with free editorial space for wrestling, boxing, football, baseball and numerous other activities but short on live reading material on boating and the use of boats in hunting, fishing and water sports generally.

This should not be so, Houston boat and motor dealers decided some months ago, and set about to do something about it. They realized that more people were interested in the activities requiring the use of boats and motors than most other sports events which were monopolizing so much free space in local papers.

Many dealers were liberal users of paid advertising space in the papers but they were receiving little or no editorial encouragement in return.

"We would read a three or four-column head about a wrestling bout," explains C. B. Delhomme, head of the local concern bearing his name, "and note that the wrestling promoters ran no advertising; or if they did it was no more than a column-inch or so. We considered the situation unfair, not only to us as dealers but to the public, because we knew a lot more people were more interested in boating than wrestling."

Working through their local organization, Boating Trades Association of Houston, the dealers formed a committee which called on the publishers of two leading newspapers—an afternoon and a morning daily. In conference with the publishers, members of the committee showed national and local statistics to prove the tremendous interest in the various outdoor sports requiring the use of boats and motors; they showed them figures on the amount of advertising the boating industry did in the local papers and how little tie-up editorial material the papers had carried to promote boating.

The outcome was the promise of one paper to devote a page each week in the sports section to boats and boating. With one paper thus convinced, the other followed quickly as a matter of course. Now in each paper, each week, near the week-end, a full page of boating news, features and pictures appears in each of the two newspapers.

Dealers have reciprocated by increasing materially their advertising, because tie-up editorial material makes their advertising much more effective. Readers particularly like the idea of concentrating boating news and boat and motor advertising on one page, because it provides easier, quicker and better reading. Besides, it gives them more boating news and features than they ever had before.

In addition, boat dealers, again through their association, currently headed by Carl Boehler, owner of Proven Products Company, 4000 Gulf Freeway, worked out an arrangement with the classified advertising department of each paper whereby all boat and motor classified advertising would appear in a special classified section on the weekly boating page.

A typical boating page now contains a feature by the paper's outdoor editor on some topic about or closely related to boating; a story on an outboard motor race coming up, a new line of boats added by a local dealer, notes on the new models of outboards currently being displayed, etc. And, of course, the display advertising of dealers appears on the same page, along with the section for classified copy. Sometimes the amount of advertising and editorial material is sufficient to run over into an adjoining page, giving the industry still more spotlight.

"It is the best thing, promotion-wise, that the local boating industry has ever done," declares Delhomme. "And what we have done, dealers in practically any city can do if they will get together and talk it over with their local publishers."

— By Ruel McDaniel

HER LIFE MAY DEPEND ON IT!

YOU WOULDN'T THINK of jeopardizing this child. No retailer would wittingly put into her hands . . . or any person's . . . a life-preserver of questionable reliability.

YET IT HAPPENS EVERY DAY. In plain talk, there are so-called life-preservers being made and sold that evade vital standards of safety — that delude the dealer and endanger the wearer.

By governmental standards—and by ethical trade standards—there are only a few flotation-materials which definitely, actually represent maximum safety. JAVA KAPOK is one. A life-preserver packed with an adequate amount of ALL NEW JAVA KAPOK is properly packed. But, if the label merely says: "Contains Java Kapok", be sure to ask, "How much of it?" and "What else?" If the label says: "Filled with Imported Kapok", it may even mean "Milkweed Floss" or a packing of far less consistency and safety than JAVA KAPOK. If it says: "Blended Kapok", find out just WHAT constitutes the "blend".

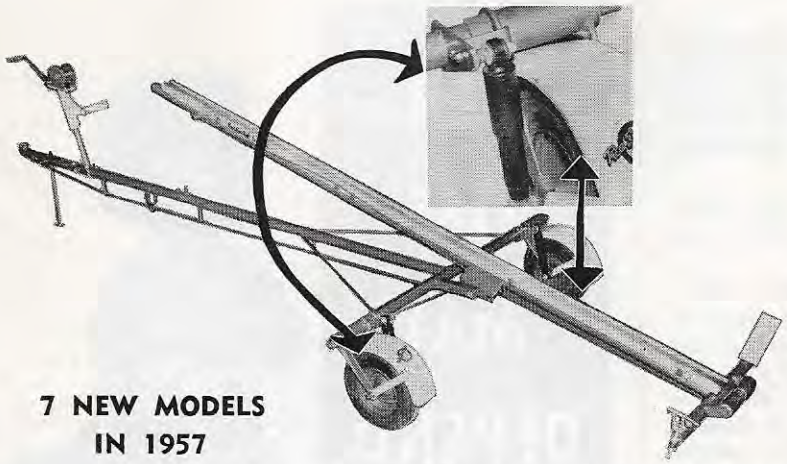
Stearns believes that deliberate delusion is reprehensible in the life-preserver business. Responsible manufacturers—Stearns and others—believe that SAVING LIVES cannot be even slightly compromised by SAVING DOLLARS.

Stearns knows it must compete, but we will NOT COMPETE with risky or reckless products. No Stearns life-preserver product contains anything but ALL NEW JAVA KAPOK or 100% AQUA-FOAM; no Stearns LIFEGUARD is ever made which we wouldn't issue to our own families.

STEARNS Lifeguard Line

STEARNS
MANUFACTURING COMPANY
ST. CLOUD, MINNESOTA

More Data No., Stearns 232



7 NEW MODELS
IN 1957

TORSION Spring PLUS

New Automotive Shock Absorber Safety

Again leading the field with greater safety, smoother travelling, and longer life, Rea-Sea Craft Trailers now feature automotive shock absorbers as well as torsion spring construction. Rea-Sea Craft proudly announces this new, perfect spring suspension for boat trailers: combination torsion spring-shock absorber construction. This new design follows the trend of automotive and heavy trailer construction and assures air-cushion ride for your boat.

Watch for the new Rea-Sea Craft boat trailers in '57
Sold only through dependable dealers

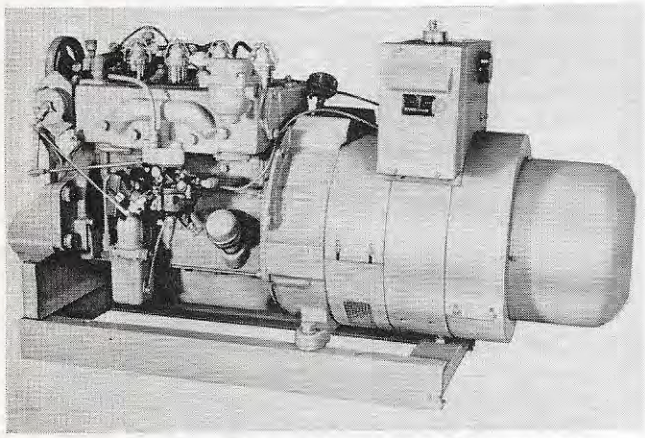
BEN PEARSON
INCORPORATED
Pine Bluff, Arkansas

Rea-Sea-Craft

Universal Power & Light Plants

More electric power and light plants were added to its line during 1956 than during any other previous year, according to officials of the Universal Motor Company, Oshkosh, Wis.

Its plant lineup entering 1957, then, numbers models for every marine service, most capable of doubling in shore emergencies.



This is Universal Motor Co.'s newest 5 KW marine-type electric plant.

Designed to supply power aboard all pleasure and commercial craft are the dozen four-cycle portable plants of the air-cooled series; the customer can select the starting method he wants from among five possibilities . . . manual, electric, remote, automatic, and automatic standby.

Single-cylinder units are the 450-watt 08-B and 08-ES (electric-starting); the 650-watt 012-B and 012-ES; 700-watt 011-B and 011-ES; 800-watt 014-B, 014-ES, 014-BR (12-volt remote), 014-BA (12-volt automatic), and 014-M (a manual-starting D.C. version); the 1,200-watt 21-B, 21-ES, and 21-BR; 1,500-watt 20-B, 20-ES, 20-BR, 20-BA, and 20-M; 2,200-watt 41-B, 41-ES, 41-BR, 41-M, 42-B, 42-ES, 42-BR, 42-BA, and 42-M; the 3,500-watt 71-B, 71-ES, and 71-BR, and the 3,800-watt 70-B, 70-ES, and 70-BR . . . a total of 34 models.

All models of the 5,500-watt two-cylinder series — the 102-B, 102-BH, 102-BL, and the 102-BW — have manual starting, with electric and remote varaitions available. Remote control is optional as an alternative to the standard electric starting with the quartet of four-cylinder units in the 10,000-12,000 watt category: the 210-B, 210-BH, 210-BL, and 210-BW.

Universal's gasoline series for installation below deck ranges in size from 250 to 6,000 watts A.C. and D.C., while first bows are being taken by two lines of water-cooled gasoline and diesel models. Both range to 35 KW, the gasoline beginning at 5 and the diesel at 10 KW.

Mobile and possessing a full line of operating controls, each model assertedly offers greater kilowatt output per weight and size.

For More Information Write No. 1036 on "More Data Card"

E. F. Koenig, New Technical Representative To Develop Additives For The Texas Company

FROM BEACON, N. Y. comes word of the appointment of E. F. Koenig as technical representative of the technical services division of The Texas Co.'s research and technical department. Vice president Frederic H. Holmes, who made the announcement, reported that Koenig's headquarters would be in Beacon.

More Data No., Rea-Sea Craft 233

The Texaco research center is located there and Koenig will specialize in the field of additives for petroleum lubricants. According to Holmes, the use of additives in industrial lubricants is expected to expand rapidly. He pointed out that Texaco is now building a large additives manufacturing unit at its Port Arthur works in Texas, largest of the firm's 11 refineries in this country.

From Chicago To New Orleans & Back The Fents, Their Cruiser & Outboard Motor

IF YOUR SOUL CRAVES adventure and you have a few weeks to spare there is no better way to see the world (a small part of it at least) and bring back that pioneer spirit than a trip down the Mississippi in your boat.

You don't have to enter upon such an adventure with fear and trepidation either. Its been done before and will be done again. The latest couple to make the trip are Mr. and Mrs. James Fent of Midlothian, Ill. They recently took the 3,188 mile jaunt from Chicago to New Orleans and back in their 16' Yellow Jacket cruiser.

Fents receive welcome at end of 3,188-mile trip.

Their power was a Scott-Awater 40 hp outboard motor. Since Fent operates a marine supply store in Midlothian he had the opportunity of combining a longtime ambition with the practical purpose of testing marine equipment.

Good weather enabled them to keep a steady pace of between 27 and 29 mph and total fuel consumption was 634 gallons. Fent reports that use of Dewcoat reduced motor wear and gasoline consumption considerably. The couple carried a Kaar ship-to-shore radio both for pleasure and for possible emergency communication.

Pleasure stops included Peoria, Ill.; Cairo, Ill.; and New Orleans. Fuel stopovers were made at Ottawa, Ill.; Grafton, Ill.; St. Louis; Helena, Ark.; Memphis; Vicksburg, Miss. and Baton Rouge, La. The Fents spent 13 days on the water and their longest stretch was the 210 miles between Memphis and Greenville, Miss.

Waterbury Lock And Specialty Company To Become Producer Of Marine Accessories

WATERBURY LOCK & SPECIALTY CO., of Milford, Conn., has appointed William Loss, executive vice-president and a member of the board of directors, J. Edward Peterson, president, announced recently. Also named to the board of directors was Lawrence E. Brinn, a N.Y.C. attorney, who will also be secretary and general counsel of the firm.

Mr. Loss, formerly vice-president and general manager of Dazey Corp., St. Louis, Mo., and a member of the management firm of Booz, Allen and Hamilton, will direct an expansion program planned by the company.

Waterbury Lock & Specialty manufactures locks, measuring tapes, lighters, and will start production of automotive and marine accessories in 1957.

More Data No., Orlando Boat 234

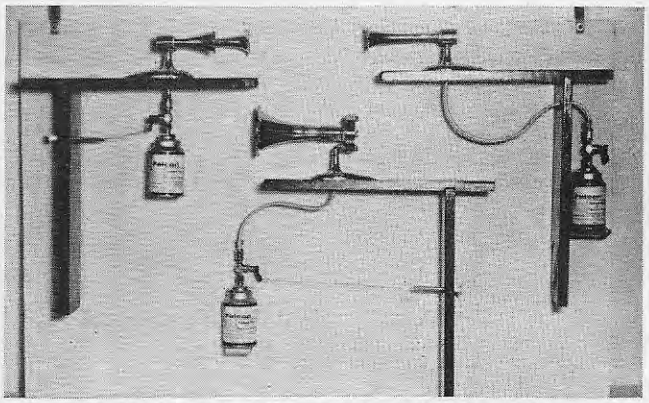
Now available through all NAVICOTE and DEVOE distributors

There's no reason for you to settle for less than the best. Hong Kong Spar Varnish, marketed under the familiar DEVOE Label, is now available wherever you see NAVICOTE and DEVOE. Long considered the standard of varnish quality, Hong Kong is THE varnish for you.

HART & BURNS CO.
DIVISION OF
DEVOE & RAYNOLDS COMPANY, INC.
2625 DURAHART STREET RIVERSIDE, CALIFORNIA

Falcon Alarm's Hand-Held Horns Can Be Converted To Several Deck-Mounted Types

DEVELOPMENT OF TWO NEW KITS enables boaters to adapt Falcon hand-held boat horns to several types of permanent deck-mounted remote-control installations. Falcon Alarm Co., Inc. now manufactures these two kits — known as A Kit and B Kit.



New "do-it-yourself" deck mounting kits now make possible permanent installation of Falcon Alarm Co., Inc.'s self-powered portable boat horns on inboards, outboards, cruisers, runabouts and sailboats. Photo shows (left to right) installation of Falcon's Model DT-55 with new A Mount kit, BB-44 and F-22 with B Mount kits.

According to the Summit, N. J. signal equipment manufacturer, either kit can be used with any of five models of Falcon's penetrating boat horns, all of which meet U. S. Coast Guard requirements and 'rules of the road' for both power and sailboats.

Falcon's new A Kit consists of a chromium-plated deck mount through which the boat horn is connected to a Freon-charged power container and an attractive pull-type control valve for through-the-dash installation.

The other — B Kit — includes the pull-type valve control for through-the-dash mounting, supporting bracket for Falcon's throwaway cans of Packaged Power, as Falcon calls it, chromium plated deck mount and a supply of pliable copper tubing which links the permanent horn installation to the power source. The Packaged Power can be placed in almost any convenient location aboard, according to Falcon.

Falcon's S-11 and F-22 horns can be heard up to a mile away over open water. Each disposable can of Packaged Power will generate more than 300 two-second signal or fog blasts. The larger BB-33, BB-44 and DT-55 Falcon horns can be heard up to two miles away and will produce from 150 to 200 two-second blasts from each can of Packaged Power. Additional power cans can be purchased.

For More Information Write No. 1037 on "More Data Card"

More Data Nos., Hart & Burns 235 and Airguide 71

Baltimore Paint Co.'s Regatta Line Includes New Bottom Paint

BALTIMORE COPPER PAINT CO., producer of anti-fouling paints since 1870, has announced a new bottom-paint in its Regatta line of yacht finishes. The new product has been given a wide degree of testing during controlled and limited distribution over the past two years, according to the firm and its performance evaluated on the results of actual use. Baltimore reports that these results have been good. Known as Regatta Polymerc Green, it offers the owner of a wooden hull a highly attractive green shade, as well as anti-fouling protection. Its attractive color retains its beauty and protection over long periods, says the paint producer. It is featured in the 1957 Regatta Color Cards, and painted panels will be displayed at the New York and Chicago Boat Shows, as part of the complete Regatta exhibit.

Another of this company's long time favorites, Regatta Copper Bronze, often called "Baltimore Bronze" will also be displayed. The composition of this widely used paint has not been altered, but improvements in manufacturing processes are said to result in a cleaner, brighter and finer appearance. This is the result of additional refinement of the copper-bronze particles and will result in better performance on racing hulls by reducing water friction, says Baltimore; it will provide even better anti-fouling protection, since more of the finer copper-bronze particles will be active. "Baltimore Bronze" may be polished, as before, for improved appearance and hard racing finish, according to the firm.

This metal polish was formerly available only to steamship companies. Now it's being offered to the marine trade.

For many years the company has supplied Signal Metal Polish to numerous steamship companies. Now this product has been packaged for the yacht trade, and added to the Regatta line under the name Regatta-Signal Metal Polish. It cleans and gives a brilliant polish to chromium, brass, aluminum, copper and stainless steel, according to the Baltimore Co., and is especially compounded to resist salt air and spray. In the new one-pint package it offers boat owners a convenient amount to be kept aboard ready for use at any time. It is safe aboard, since it is non-inflammable; it won't burn, even in an open flame.

Regatta has perfected special formulations to meet the needs of boat builders using production line methods. Of particular interest is Regatta's Production-Line Varnish, which applied as a hot spray appreciably reduces time normally consumed for varnishing.

Included in the Regatta exhibit, at both the New York and Chicago Shows, will be examples of the wide variety of ready-to-use colors formulated by Baltimore Copper Paint Co. for decks and topsides. Twenty-eight modern colors, including the new Chrome-Gray, a light silvery tone with lustrous quality, will be shown in attractive combinations representing the modern trend in color styling for pleasure craft.

(Continued on page 466)

"ONE ARM BANDIT" With the patented Fageol remote single lever control, you pilot your boat easier than you drive your car. A single lever shifts and accelerates —forward and reverse. (In photo above, engine starting lever is in foreground.)

See your Fageol dealer today. Ask for Bulletin LL-3768.

FAGEOL MARINE KENT·OHIO

FAGEOL PRODUCTS COMPANY
division of Twin Coach Company
KENT, OHIO

AA-4076

More Data No., Fageol Products 236

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REVIEW OF 1956 RACING SEASON

(Continued from page 79)

CLASS	DRIVER	PLACE	DATE
225 c.i.	Mac Wiefering, Dayton, Ky.	Melbourne, Ky.	9/15
136 c.i.	Skeeter Johnson, Cambridge, Md.	New Martinsville, W. Va.	9/22-23
135 c.i.	Jack Salmon, Pico, Cal.	Newport Beach, Cal.	9/15-16
91 c.i.	J. D. Smith, Cincinnati, O.	St. Petersburg, Fla.	2/15-16
48 c.i.	Jack Colcock, Seattle, Wash.	Merced, Cal.	7/15
PODH	Bob Critchlow, Lancaster, Cal.	Lake Mead, Nev.	10/14
	RUNABOUTS		
44 c.i.	Robert Mutschler, Ocean City, N. J.	Millville, N. J.	9/2-3
Cracker Box	Carl Maginn, Glendale, Cal.	Newport Beach, Cal.	9/15-16
Jersey Speed Skiff	Bernard Tool, Jr., Beach Haven, N. J.	Cambridge, Md.	8/4
B Rac.	Ernest Rose, Patterson, Cal.	Merced, Cal.	7/15
C Rac.	Wm. A. Selden, St. Petersburg, Fla.	St. Petersburg, Fla.	2/15-16
E Rac.	Ed Brown, Sacramento, Cal.	Newport Beach, Cal.	9/15-16
E Serv.	Harry Bickford, Hampton, Va.	Buffalo, N. Y.	8/11-12
F Serv.	Howard Hibbert, Miami, Fla.	Buffalo, N. Y.	8/11-12

OUTBOARD NATIONAL CHAMPIONS

The following championships were competed for at Long Beach, Cal. on September 22-24.

CLASS	DRIVER
M Hydro	Eric Molinar, Hollywood, Cal.
A Hydro	Orlando Torigiani, Bakersfield, Cal.
B Hydro	Keith Sorenson, LaCrescenta, Cal.
C Hydro	Doug Creech, Charlotte, N. C.
C Ser. Hydro	Henry Wagner, Fresno, Cal.
C Rac. Rbt.	Lon Stevens, Oakland, Cal.
C Ser. Rbt.	Manuel Carnakis, Bakersfield, Cal.
F Hydro	W. Ralph Homes, Phoenix, Ariz.
F Rac. Rbt.	Chuck Parsons, Lodi, Cal.

STOCK OUTBOARD NATIONAL CHAMPIONS

The following championships were competed for at Cambridge, Md., August 23-26.

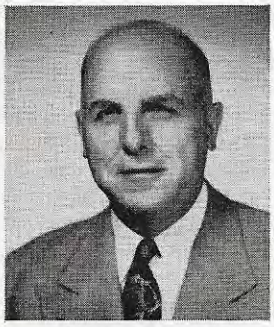
JU Runabout	Billy Schumacher, Seattle, Wash.
AU Runabout	Dean Chenoweth, Xenia, Ohio
BU Runabout	David Kough, Hawthorne, N. J.
CU Runabout	Jon M. Culver, Dayton, Ohio
DU Runabout	John Jackson, Cincinnati, Ohio
36 Class	Ed Branding, Lake Villa, Ill.
A Stock Hydro	Dean Chenoweth, Xenia, Ohio

More Data No., Dew-Coated Lubricants 237

McCUNE-MERIFIELD-PHILLIPS COMPANY

Pacific Coast's oldest and largest marine manufacturers representatives

OFFER AGGRESSIVE SALES REPRESENTATION AND AN ON-THE-JOB SERVICE ORGANIZATION



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Pioneers in the marine field since 1928, McCune-Merifield-Phillips Company have continued to do a notable missionary job at dealer and boatyard level for many of the nation's leading manufacturers of marine equipment.

Large display rooms at their San Francisco headquarters and complete salesrooms in Los Angeles, Salt Lake City and Seattle, plus an adequate and well trained sales and service force, enable McCune-Merifield-Phillips Company to do equal justice to each and every line represented.

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B Stock Hydro	David Kough, Hawthorne, N. J.
C Stock Hydro	Wm. G. McClung, Portsmouth, Va.
D Stock Hydro	Wm. A. Holloway, Monroe, Mich.

MAJOR CRUISER CONTEST TROPHY WINNERS

EVENT	BOAT	PLACE	OWNER	DATE
J. M. Keely Trophy	*Roamer*	Miami, Fla.	Willard Hubbell, Coral Gables, Fla.	2/19
Mid-Winter Regatta	*Carefree*	Southern Cal.	Herbert Schaefer, Downey, Cal.	2/19
Frederick T. Young Jr. Trophy	*Roamer*	Miami, Fla.	Willard Hubbell, Coral Gables, Fla.	3/8
Florida Y.C.	*Gejan*	Jacksonville, Fla.	Dr. Gordon King, Jacksonville, Fla.	3/15
James Craig Trophy	*Topper III*	Newport-Coronado, Cal. & return	R. A. Hoffman, Hollywood, Cal.	5/26
Lido Isle Y.C.	*Topper III*	Newport Beach, Cal.	R. A. Hoffman, Hollywood, Cal.	6/23
Frank P. Huckins Trophy	*Ellen Ann II*	Manhasset Bay, N. Y., to Port Jefferson, N. Y.	Don, Tom & Bob Rimbach, Flushing, N.Y.	6/23
Motor Yacht Championship Trophy	*Welcome*	New York to Block Is., R. I.	Wm. Edgar John, Rye, N. Y.	7/7
Robert R. Martin Memorial Trophy	*Madeline III*	Greenwich, Conn.	Edward J. Dennis, New York, N.Y.	7/14
Westchester Power Squadron	*Junebug*	Mamaroneck, N. Y.	Rudolph Cubicciotti, Scarsdale, N. Y.	7/28
Express Cruiser Trophy	*Irene K. IV*	Sandy Hook Bay, N. Y.	Elias A. Kalil, Manhasset, N. Y.	8/4
Ram Is. Y. C.	*Dapejo*	Mystic, Conn.	Wolcott Merrow, Mystic, Conn.	8/5
Capt. Billop Trophy	*Sea Wolf II*	Staten Island, N. Y.	Myron B. Wolf, Glen Cove, N. Y.	8/11
Harry A. Jackson Memorial	*Mar-lin*	New York, N. Y.	L. J. Riordan, Nutley, N. J.	9/1
Commodore's Trophy	*Madeline IV*	Port Washington, N. Y.	Edward J. Dennis, New York, N.Y.	9/8

SEASON TROPHIES — CRUISER COMPETITION

AWARD	WINNER	BOAT	POINTS
APBA National Pred. Log Championship	Myron B. Wolf Glen Cove, N. Y.	*Sea Wolf II*	2,513

(This trophy awarded for highest point total compiled in American Power Boat Association-sanctioned events.)

Herbert L. Stone National Pred. Log Trophy	Elias A. Kalil Manhasset, N. Y.	*Irene K. IV*	1,533

(This trophy awarded for highest point total compiled in any cruiser events, sanctioned or unsanctioned.)

Dewars Trophy	Myron B. Wolf Glen Cove, N. Y.	*Sea Wolf II*	2,674

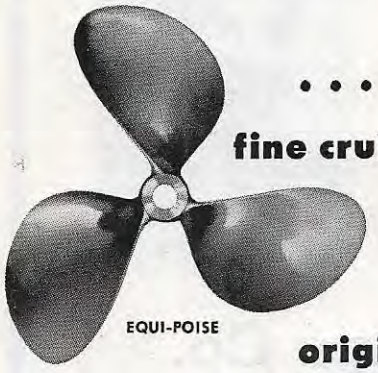
(A national high-point award for both sanctioned and non-sanctioned races.)

More Data No., Mc Cune-Merifield-Phillips 238

(Continued on page 465)

At the show

LEARN WHY THESE WHEELS ARE THE CHOICE OF OVER 90% OF THE EXPERTS



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Year after year this wheel continues to be the undisputed speed champion of standard wheels and provides excellent all-around performance. Available in 9″ thru 34″ diameters, it may be had in NIKOLITE, a special alloy of extreme strength to efficiently convert every bit of the energy of the largest engines into effective thrust . . .

VIBRA-FREE

Now offered as an alternate to the EQUI-POISE by leading builders for the larger cruisers . . . for those who want the last word in velvet smooth performance plus excellent cruising speeds and economy of operation . . . a combination which only the 5-blade wheel can supply. 20″ thru 60″ diameters.

***SEE** these outstanding wheels at the boat shows: New York, Houston, Boston, Chicago, Seattle. Our engineers will be glad to consult with you.*

GRAND RAPIDS 3, MICHIGAN

FEDERAL PROPELLERS

(As advertised in leading boating magazines)

More Data No., Federal Propellers 239

NEW 1957 BOATS

(Continued from page 242)

PABST

The Holiday is a 14′ Vee bottom craft that features walk-through center decks and mahogany-finished hull sides and covering boards. It's built to "stand up in rough water use," says the manufacturer. And it is designed to operate with outboard power up to 40 hp. The craft is fitted with chrome deck hardware, polished mouldings and color-matched deck and interior styling. Inside, the upholstery is Nygen Tolex in a choice of three colors — Chartreuse, Sky Blue or Tangerine; decks are toned to match.

The Fairliner will handle any number of power installations. It glides along, says the builder, on a 20 hp motor or it'll streak along with twin 35s or one of the new 60 hp single units. The Fairliner is a full 16-footer and has a 6′1″ beam with a 35″ freeboard forward and 26″ aft. Like the Holiday, this new Pabst offering is also built of mahogany with the same color options. A self-bailing motor well and stern hatch are extra standard equipment found aboard the Fairliner.

More complete specifications price information, etc. are available to any who request it.

For More Information Write No. 1038 on "More Data Card"

General Boat

A new express cruiser makes its debut this year. It's the Habana Express, a General Boat Corp. Sports-Kraft. The Grand Prairie, Texas firm designed the cruiser as an overnight fisherman or for family and week-end cruising.

It's wide — beam, 72″ — this 16-footer, and deep. It is 40″ deep forward, 29″ amid and 20″ at the stern. These features contribute to the craft's safety and comfort even in rough water, according to the Texas firm. There are sleeping accommodations for two in its 7′ 56″ cabin. Cabin head room on this craft is 56″. The cockpit is plenty roomy, too, for fishing gear or supplies for fishing and family fun on board. The cockpit is 94″ long and 56″ wide.

Habana . . . That's the name of General Boats' new Sports-Kraft. It's a 16-footer said to feature speed and safety combined with easy handling.

The 16-footer is said to have a fast hull, semi-V bottom with a flat planing surface and non-trip chines. Speeds up to 25 mph are reported with 33 hp outboard power, but the Habana handles power up to 60 hp, reports the firm. The cruiser is available in Seawitch blue and off white. Bunk cushions and hatch cover, as well as Styrofoam floation, are standard equipment.

The 16′ Habana utility runabout, designed for family use, is another newcomer to the Sports-Kraft series. Its construction features parallel those of the Habana

Express. The runabout will handle twin 30s or 33s, says General Boat, but is rated for power anywhere from 30 hp to 60 hp. It'll reach speeds of from 25 mph to 33 mph on a single 33 hp unit, according to the firm. The runabout sports a 72″ beam and a forward, amid and stern depth of 35½″, 34″ and 24″ respectively. The transom is 55″ wide at the bottom and 52″ at the top, as the Habana Express. This runabout is available in lemon yellow and off white.

General Boat's largest 1957 model is the roomy 19½-footer, the Continental Cruiser, recommended by the company for week-end and family excursions.

Built-in features include a bulkhead door, motor extension, Styrofoam flotation and two large — fore and aft — bench-type seats that convert to sleeping quarters. This craft, like the Habana runabout, is available in lemon yellow and off white. It's "sport-rated" for six people and from 25 hp to 60 hp outboard installations. It's got a big 65″ transom width at the top and 57″ at the bottom and a maximum depth of 39″ forward and a minimum of 23″ astern. The cockpit provides ample room for extra seating and gear, having dimensions of 84″ x 58″. The cabin is 7½′ long and 58″ wide and boasts 50″ headroom.

For More Information Write No. 1039 on "More Data Card"

Allcock Mfg. Co.

Very early in the 1800's sportsmen living in the great northern wilderness of New York State began to seek out many of the state's rivers and lakes in which to fish. In many instances this involved making reservations at hotels and other like facilities which were springing up all over the Adirondack area. These facilities provided guides who could take these sportsmen on guided trips.

This Adirondack guide boat is of modern materials although its forerunners date back to early 1800's.

In conducting these fishing trips, the guides found that they needed strong and lighter boats which were capable of carrying more of a load than were the canoes with which they were familiar. This need brought about the building of the Adirondack guide boats at Long Lake, N. Y. Although they were said to be a great improvement over the canoes of those days, there were never very many of them sold outside of that area because of the many hours of labor it took to build a single boat.

Construction of these boats has been taken over by the Allcock Manufacturing Co. of Ossining, N. Y. with modern day methods having been incorporated into their design and construction. While retaining the same basic characteristics as the original wooden boats, the new version has a much stronger fiberglass hull that requires no painting or caulking and is leakproof. It is also equipped with two compartments containing Styrofoam for complete buoyancy.

The color of this craft goes all the way through. It is built to paddle or row but can be powered by a small outboard motor.

For More Information Write No. 1040 on "More Data Card"

Allcraft Seafarer Tanks are made of solid Monel* — the corrosion-resistant metal that cannot chip, crack, flake, or disintegrate. This means clean fuel in the case of gasoline tanks, and crystal-clear, rust-free water when installed as water tanks. Seafarer tanks are ruthlessly "torture-tested" and meet the requirements of the United States Coast Guard and the Yacht Safety Bureau. Available in rectangular or cylindrical shapes for inboard installation, or for use with outboard motors in a variety of capacities from 9 to 82 gallons. Special size tanks available to order.

These Seafarer Monel Tanks are unquestionably the finest you can ever hope to own. Insist on Seafarer by Allcraft — available from leading dealers and yards now.

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Dealer and Distributor inquiries invited.

ALLCRAFT
MANUFACTURING COMPANY, INC.
Dept. D, 27 Hayward St., Cambridge, Mass.

More Data No., Allcraft 240

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BEFORE YOU DECIDE: INVESTIGATE—

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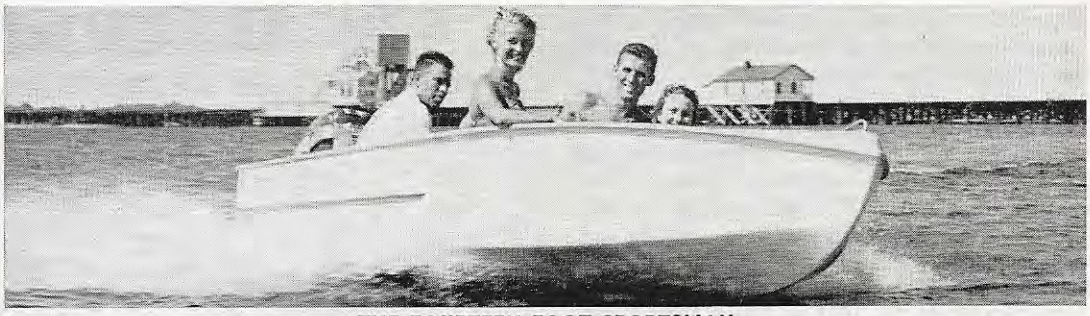

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DEALERS AND OWNERS EVERYWHERE "SING THEIR PRAISE"

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TRY IT — YOU'LL BUY IT

DEALER INQUIRIES INVITED
WE SELL THRU DEALERS ONLY

P. O. Box 468

NEWSOME FIBERGLASS, INC.

BRADENTON FLORIDA

Molded Fiber Glass

Though its a comparative newcomer to the boating industry, Molded Fiber Glass has made quite a mark on the national scene. This is based on the firm's production record and anticipated expansion in the year ahead.

Last year, as we understand it, the Union City, Pa. plant produced the 15′7″ MFGs at a rate better than 5,000 annually. This year, the builder expects to produce in excess of 10,000 craft and plans the addition of a 13-footer to the line.

New, 1957 MFG Cambridge shown here will be shown at Chicago and Miami boat shows.

This year's line, which includes several versions of the standard hull, boasts a number of new features, says MFG. Not the least of these are re-designed seats and decks and new transom reinforcement.

MFG craft feature one-piece seamless lapstrake design. Viewers to Chicago and Miami boat shows will have an opportunity to examine the reinforced plastic craft since they'll be on display at both exhibitions.

They'll see hulls with molded-in color and solid mahogony trim, the product of huge, steam-heated, matched metal dies. Molded Fiber Glass credits this die-molding process with uniformity and strength of all MFG hulls. In addition, since the hull preform is made by spraying 2″ fiberglass strands in all directions on a rotating screen form, the company claims that this strength is equal at all points. Another construction feature of the MFG craft is the extra reinforcement provided by cross-ribs of fiberglass parallel continuous strands.

The difference in the craft — from one model to another — is primarily in the trim and accessories with which they are equipped. The three models are the Cambridge, the Erie and the Union. Basic dimensions for all three are the same. They have a maximum beam of 68″ and a 61″ transom. The deck lengths vary somewhat with the Erie having the largest — 63″ — and the other two having 54″.

The Cambridge features two full-width seats, a right rear corner seat and split center deck. The Erie, deluxe model in the series, has two cockpits with full-width seats, split center deck, rear well for outboard motor, gas tank and accessories. The Union is an open cockpit with two full-width seats and a right rear corner seat.

All three offer keels, keelsons and floorboards that are treated with wood preservative. Rubber rub rails are also standard on all three models. Chrome-plated brass hardware, that includes towing ring, bow lifting handles, deck cleat, etc. is optional equipment. In addition, the firm offers a folding center seat back.

For More Information Write No. 1041 on "More Data Card"

More Data No., Newsome 241

Every OUTBOARD DEALER CAN SELL Neptune "MIGHTY MITE"

Along With Your Present Line of Motors

NO CONFLICT IN SIZE OR PRICE
You can sell this motor along with your regular outboard line without conflict in size or price. Mighty Mite is for the fisherman or boater who wants a lightweight motor which offers simple operation and snappy starts. It is completely safe for women and children to handle — easy to carry — easy to transport.

A GROWING MARKET FOR LIGHTWEIGHT MOTORS
The demand for the small Mighty Mite motor is evidenced by the tremendous growth in sales and dealers in the past year. Many dealers are selling Mighty Mite as a second motor to owners of larger outboards. In 1957 Mighty Mite will be nationally advertised in leading publications—dealer helps are plentiful—the demand is tremendous—the sales potential is great!

WRITE FOR THE MIGHTY PROFIT STORY
Mighty Mite has a profitable story for alert outboard dealers! Mighty Mite can open new customer doors because only Mighty Mite offers all the lightweight features priced right for today's growing outboard market.

Phone — Wire — Write for complete details and find out what the Mighty Mite can do for you.

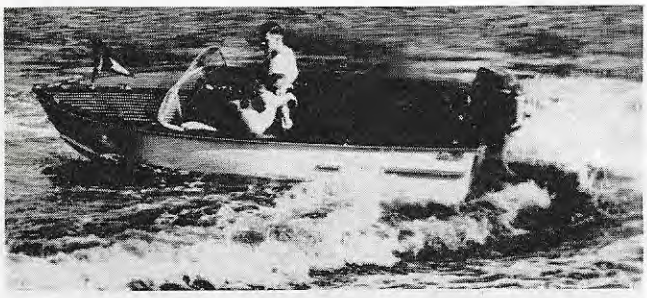
Weighs only 17 pounds
1.7 H.P.
O.B.C. Tested

RETAILS
89.50
Slightly Higher West of Rockies

MUNCIE GEAR WORKS, INC. Muncie, Indiana

McCarthy Boat

McCarthy Boat Co. is increasing production of its 1957 fleet of 14′ Sea Macs to four times last year's output, according to Fred McCarthy, Camden, N. J. plant president. Sea Mac models are available in both standard and deluxe models. McCarthy says that plans are also underway for increased plant capacity later this year in order to further expand production to meet reportedly increasing demand for the firm's outboard craft.



Production of McCarthy's Sea Mac 14-footers is being expanded to four times last year's figures. It's available in standard and deluxe models.

The 1957 fleet has ⅞″ quarter sawn marine Philippine mahogany frames, seats, trim, etc., with decks of African Utile and a bottom made of ⅜″ marine five-ply African Gaboon plywood. Topsides, with two clamps and an oversized chine, is also fashioned of African Gaboon plywood. The bottom is reinforced longitudinally with a sturdy keelson and two sister keelsons.

The Sea Mac 14 is said to combine beauty, comfort and roominess with seaworthiness and stability. The craft will do 45 mph with a 40 hp outboard motor, says McCarthy. And, he adds, the craft will take any of the higher horsepower motors.

The Sea Mac is 14′ 3″ long, with a 63″ beam. It has a sweeping forward flare and high freeboard that McCarthy says makes it a safer family boat and insures a smoother, drier ride. Its 56″ transom was designed chiefly for roominess and stability, says McCarthy. However, the wide stern also makes the Sea Mac practical as a boat for towing water skiers. McCarthy will gladly send full particulars about the Sea Mac standard and deluxe models to those who request them.

For More Information Write No. 1042 on "More Data Card"

DeCraft

Production and distribution of five DeCraft boats — two of which are available in kit form — for 1957 is occupying the attention of officers and workmen at the Provo Boat and Sport Shop, Provo, Utah.

Four of the craft are of moulded fiberglass, while the 10′ Car Topper is fabricated of plywood. Available in either kit form or as a painted and finished unit, the 10-footer weighs about 85 pounds and measures 53″ at the beam and registers depths of 17″ forward and 15″ aft.

Both the 370-pound 17′ Yellowstone — obtainable in finished form or as a hull to be assembled from a kit — and 390-pound 17′ Yellowstone Convertible — distinguished by a windshield and a folding top with side curtains extra — attain a 72″ width at the beam and achieve forward and aft depth readings of 36″ and 22″, respectively.

(Continued on page 454)

More Data No., Muncie Gear 242

the Sign of Quality, Dependability and Service

the FINE FANNER line

FANNER

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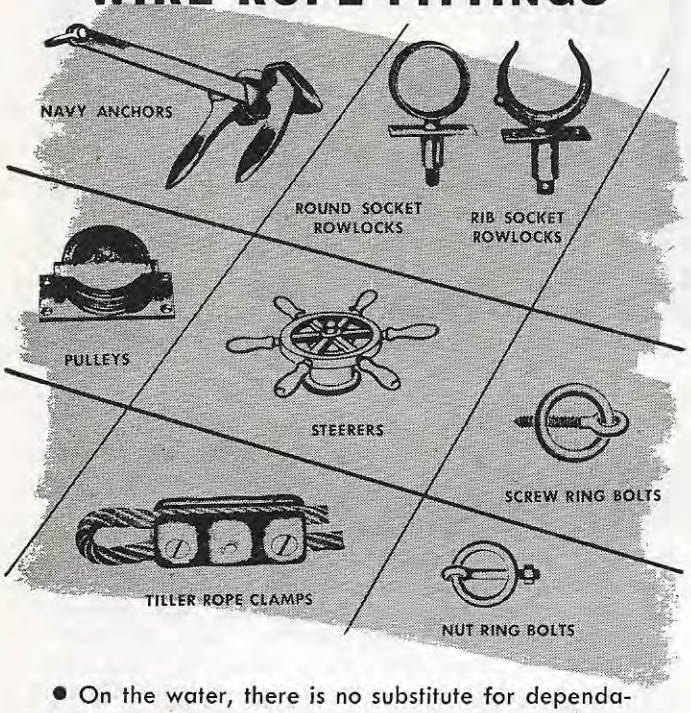

• On the water, there is no substitute for dependability. Experienced skippers know that FANNER, since 1894, has built products that withstand the "roughest going" . . . the hardest usage. Today, this experience has combined with the industry's most modern and complete facilities for the production of cast iron, malleable iron and drop forging products — to give you Fine FANNER products — fittings and hardware you can depend upon for superior quality and lasting, efficient service. Ask for FANNER by name.

Shown above are only a few of the many items shown in catalog 19. Send for free copy on your business letterhead.

THE FANNER MANUFACTURING CO.
MARINE HARDWARE DIVISION
Executive Offices and Plant
BROOKSIDE PARK • CLEVELAND 9, OHIO

More Data No., Fanner 243

DECRAFT *(Continued from page 453)*

Other Yellowstone features include built-in spray rails; Styrofoam flotation; mahogany deck and trim; steering pulley blocks; rounded chines, and reinforced bottom to prevent flexing and resultant loss of speed. Made for 5-50 hp installations, the Yellowstone is marketed in hull colors of white, green, blue, and red.

Largest beam in the DeCraft line—73″—graces the 16′ Family Runabout, a 435-pound six-passenger vessel in the same four hull colors and whose decks can be in the same or contrasting hues.

Its overall length only 14′ 10″, the runabout shares with the Yellowstones a forward depth of 36″, but its aft depth is only 21″. Standard items are its built-in steering pulley blocks; seat backs; high-speed reinforced bottom; throttle and gear shift block on both sides of the front cockpit; a battleship-flared nose for dryness; Styrofoam floating, and front seat steering. A windshield and upholstery are optional.

The final member of the fiberglass foursome is the 14′ Economy Sport, weighing in at 245 pounds and stretching the tape measure to 65″ at the beam and to 26″ and 20″ for forward and aft depths.

All finished DeCraft models are complete with bow and lifting handles and their interiors finished with Zolotone, according to Provo spokesmen; the Yellowstones can also be had with a varnished mahogany deck.

The firm's stock of accessories includes a steering wheel kit composed of cable, wheel, and pulleys; the curved windshield; running lights, and spotlights. For an extra charge, the owner of the boat may have a name painted on both sides of the hull.

For More Information Write No. 1043 on "More Data Card"

Wagemaker

Modern materials and "hydrodynamic" styling keynotes the new line of Wagemakers that's just hitting the marine market. They're a combination of the Grand Rapids boat builder's use of materials that offer ruggedness and strength and the most advanced design possible from the drawing boards of Wagemaker Co.'s design staff co-ordinated with the latest engineering advances known to its engineering crew.

This, then is what lies behind Wagemaker's introduction of its 1957 line. Boat-A-Ramic styling—introduced in 1955 by the Wolverine manufacturer—is a '57 fleet highlight. The '57 line combines this emphasis on color and style with a blend of ruggedness, roominess and passenger comfort that Wagemaker designers think result in a line of craft that offers utilitarian value plus the thing demanded by today's legion of boaters—smart appearance. This, says Wagemaker, is accomplished in its new fleet.

This is the feature boat in the 1957 Wolverine line. . . It's the Seafarer 15-footer with color-styling inside and out.

Here's a molded plywood line that boasts five to seven veneers laminated under high frequency using a

patented manufacturing process which is said to give the hull a smooth finish without staple marks plus a great structural strength.

Molded plywoods are available in 13′ through 17′ lengths. The models are called by such names as Saber, Avenger, Corsair, etc. for easy identification. Walk-thru, lazy back seats are standard equipment on many of the new models. And the strongest possible transom designs, says Wagemaker, permit use of the large outboard motors that are available for today's boaters. And many of the so-called "extras," says Wagemaker, are standard equipment on the new line that's being offered to the public.

Wagemaker's aluminum line covers all price and style ranges this year, says the Michigan firm. The Wolverine line of all-aluminum craft includes 12′, 14′, 16′ and 18′ lengths. One innovation worth noting is that the convertible top, while it is optional on some models in this aluminum series, is standard—equipped with windshields — on others in the fleet.

Back to the molded plywoods for a minute, though . . . The No. 5 in this series features completely new designing, offering new comfort features such as handy storage compartments on the backs of the lazy seats. The No. 6 plywoods are being shown in 13′, 14′ and 16′ sizes. Here, the hull has been re-designed to give it more beam and depth. Another 1957 "extra" is the increased bow that gives it that modern, extended look, according to Wagemaker. The No. 9 molded plywood model—both 14 and 16-footers are available in the one model only—are, according to Wagemaker, a composite of both the Ocean and Lake models from last year. This new No. 9, says the firm, combine the "finest features of both."

There's the Seafarer, too, in this 1957 fleet of Wagemaker molded plywood craft. This 15-footer is considered "the thoroughbred of the Wagemaker line" by the Grand Rapids builder. Its '57 hull design is completely new, says Wagemaker. And there's foam rubber cushioning, Naugahyde upholstery, wrap-around windshield, steering wheel and running lights installed as standard equipment on this luxury model. In addition, it's fitted with a dashboard and cockpit sides that are foam rubber-padded and this year's new "hydrodynamically-designed" tail fins and Boat-A-Ramic color styling. It features a walk-thru type center deck.

Others in this plywood version of the Wagemaker fleet are the 15′ Invader open boat and the No. 5, a 17-footer that's said to seat eight and boasts a transom for use of either single or twin motors and the Fleetline series available in both molded plywood and Wagemaker's ply-lap models in 14-footer and 16-footers; these include many deluxe fittings as standard equipment.

The cedar strip boat is still available in this year's Wagemaker line. It's said to offer fine performance and lasting service at moderate prices. Cedar strip planking is used and mahogany trim. Full-length splash rails and chrome-plated bronze hardware is used throughout on either the open or double cockpit models available in cedar strip construction.

For More Information Write No. 1044 on "More Data Card"

Mac Bay

Constructed of molded mahogany plywood with brass screws and fittings, a line of outboard and inboard models incorporating several design improvements is announced for 1957 by the Mac Bay Boat Co. of Muskegon Heights, Mich.

(Continued on page 456)

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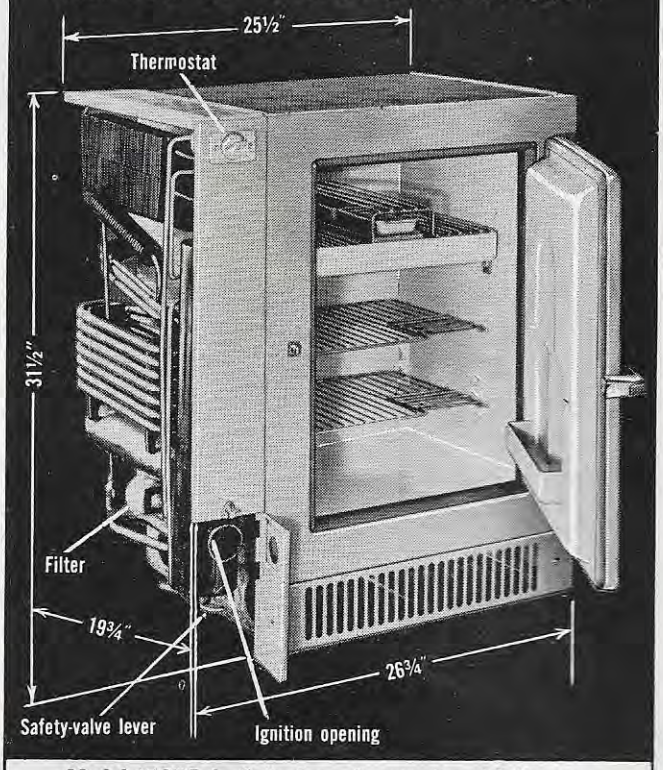

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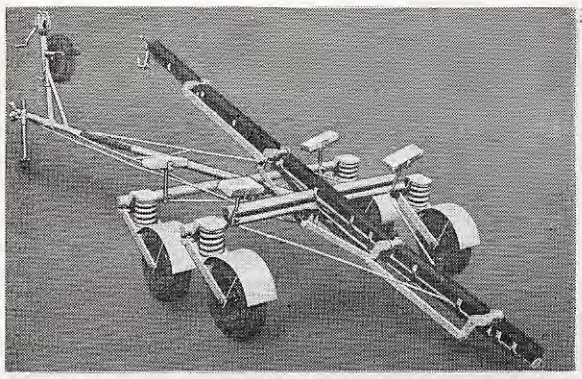
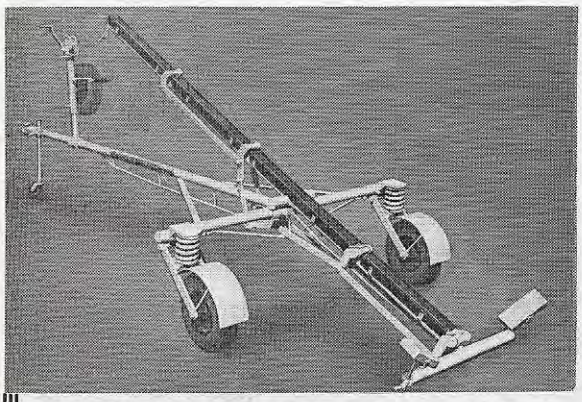


Model LKT-18 with Tilt Feature in loading position. Length 18 ft. For boats 16 to 18 feet long. Capacity 2,000 lbs.



Model LKS-16 with Tilt Feature in loading or launching position. Length 16 ft. For Boats 12 to 16 ft. long. Capacity 1,000 lbs.

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MAC BAY *(Continued from page 455)*

The concern's inboard program is centered around its new 18-footer with an 80″ beam, but the weight of numbers focuses attention on the three outboard super-deluxe runabouts in 13′, 15′, and 18′ lengths.

Eugene E. O'Neill, sales manager of the Muskegon Heights company which rang up a sales increase of 130% during 1956, says such design changes as new aft jet-fins canted outward and hull-sides painted with new style color sweep have been introduced this year.

All three feature triple transom knees for the use of larger motors and enlarged motor wells to facilitate removal and installation of gasoline tanks; the two larger craft are assertedly assured a dry ride by the addition as standard gear of forward spray rails, and rugged bottom bracing has been tested and given a high grade.

Once located in Holland, Mich., Mac Bay is now quartered in much more commodious production facilities and thus is able to service a larger dealer organization, O'Neill declares.

For More Information Write No. 1045 on "More Data Card"

Owens

Owens Yacht Co.'s 1957 fleet includes 28 different models. The Baltimore, Md. builder's line comprises six distinct lengths, ranging from 16′ to 35′.

A new model is offered this year in each size. This is Owens' Flagship line and includes the deluxe in each series. Thus a prospective Owens owner, says the company, have a choice of standard and deluxe versions in each size. Flagship models boast lavish decor and a host of accessories, according to Owens.

This is the new Owens Flagship "27" Bridge Sedan Cruiser. With extended cruising accommodations for four, this new model is available in two cabin plans and several engine choices.

Owens Craft feature HRV (Hyperbolic Round-Vee) bottom design. According to Owens this design has carefully calculated beam to length ratios, low center of gravity, full-length, wide flaring hull sides, and a high chine at the bow, giving a sharp entrance section.

Marine Weldwood ⅜″, 5-ply is used on the "16's", the "19's" and the "22's". Brass or bronze fastenings are used throughout, and the solid mahogany sawed frames are well gussetted at the keel, chine and deck. Substantial chine clamps and deck clamps are used, and the deck beams are fastened into side frames, all of which gives them maximum strength and durability, the factory states. The larger cruisers—"27", "31" and "35"—are ruggedly constructed with all solid Philip-

More Data No., E. L. Caldwell 245

pine mahogany planking, and the engine beds and longitudinal stringers are long and heavy, providing maximum strength and safety.

Owens has designed an entirely new 16-footer. It has the same rugged construction and durability as before, but the wider beam to length ratio, Owens says, allows it to perform with speed and stability using today's highest powered outboard motors. The "16" is offered in four variations, an open utility, a sports utility featuring a walk-thru center deck, a sleek family runabout, and the Flagship "16" Runabout, a newly designed, high-styled, sumptuous version of the standard model.

Among its features are the functional two-level, stainless steel trimmed forward deck, a rakish wrap-around windshield, a longer metal stripped mahogany aft deck, on which are mounted futuristic fins, and a cockpit with Coronado Flame and Mission White upholstered seats. The appointments include a leatherette covered storage locker behind the forward seat, electric running lights, chrome step pads, ski tow, rear view mirror, and speedometer. It's painted Owens Blue, offset by glistening chrome and mahogany.

The Owens "19's" will be offered in a new series of models, comprising both outboard and inboard runabouts, sport cruisers featuring a large cockpit and limited overnight cruising accommodations and a complete "family size" cruiser for single or twin outboard power only. The outboard cruiser boasts of full cruising comforts for the family, and can also be trailered.

The Owens "22" Inboard-Outboard Express Cruiser is a larger and wider version of the Owens "21", first introduced back in 1953. It is available as an outboard, accommodating large twin motors, as an inboard powered cruiser, and as a "king size" inboard-powered, all-purpose utility. With a 100 hp Flagship Marine Engine, it has been clocked above 30 mph in recent tests, says Owens.

Owens' new "27" Flagship express, with convertible flying bridge, features two cabin designs. While they differ in cabin arrangement, both have complete luxury cruising accommodations for four, including complete deluxe accessories. This "27" is available in a standard model as well.

Two 31′ cruisers are again included in the 1957 Owens fleet. The Flagship Two-Stateroom Sedan offers comfortable cruising accommodations for four. The other is the Flagship Six-Sleeper express cruiser.

Heading Owens fleet is the Flagship "35" bridge sedan. It features all the "living" comforts of a town apartment, says Owens, having a spacious main cabin, private forward stateroom, 4″ foam rubber mattresses, shower, lockers, 110V dockside electric plugs, galley and cockpit filled ice box, and many luxury features.

For More Information Write No. 1046 on "More Data Card"

SaftiCraft

"Aqua-living" . . . That's what the new fleet of Safti-Craft features, according to its builder—E. W. & A. P. Dupont, Inc. of Morgan City, La. The 1957 models have been especially-designed with today's "aqua-living" boaters in mind.

The 1957 line, like others before it, has been engineered to provide rugged durability and sea worthiness. The something new in this year's line is aimed at providing smoother riding, better performance, higher safety and freedom from large maintenance bills.

(Continued on page 458)

More Data No., Swift Woodcraft 246

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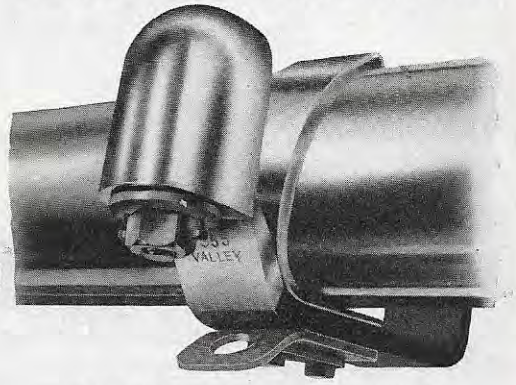

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SAFTICRAFT *(Continued from page 457)*

E. W. & A. P. Dupont recommends "Aqua-living" in any one of its new SaftiCraft fleet. Pictured here is the 30' Marco Polo Express.

This latter is partially achieved by the development—in conjunction with a leading paint manufacturer—of a new coating said to give SaftiCraft a highly anti-corrosive film of protection as well as a shield against abuse.

Beneath this coating lies a steel hull that Dupont says has the look of wood and gives the performance of wooden craft. The styling and the matched grain Philippine ribbon-striped mahogany finish further characterize the wood-like steel craft.

Interiors, says the Southern builder, are spacious and offer a combination of traditional and modern styling to appeal to the boating market. Selected satin-finished mahogany paneling provides the traditional touch while floor carpeting and stain-proof upholsteries add the modern, decorator touch, according to Dupont.

A new-this-year cabin arrangement provides the roominess that Dupont thinks today's "aqua-living" really demands. There's more locker space, a better-arranged galley and full-size berths. Color-harmony is stressed throughout the new line, from the rugs on the floor to the upholstery.

Every craft in Dupont's seven-model line shows the results of the changes and improvements that 1957 has brought. Take, for example, the Marco Polo Express, 30' steel-hulled craft. The builder says it has extra floor space, a modernistic galley and an extra large water closet. The 30-footer, with sleeping accommodations for four, represents, according to Dupont, an "overall increase in the appearance and quality of the product." A comfortable dinette aboard the Marco Polo converts into berths and there are two more berths in the bow. The express cruiser also features full headroom beneath the foredeck, according to Dupont.

Others in the fleet include two 26-footers—the Sportsman and the Holiday Sportster, the 30' Holiday Sportster and Voyager sedan, the 34' Adventurer express and the Tahitian—a 40' express. Numerous power options are suitable for use with the various models.

For More Information Write No. 1047 on "More Data Card"

Chris-Craft

A five-ply parlay consisting of Philippine mahogany construction, modernistic styling, wide beams, assorted power choices, and speed to burn is promised purchasers of any one of the 33 boats in the 1957 "Showboat Fleet" produced by the Chris-Craft Corp. of Algonac, Mich.

By far the most impressive member of the fleet in this new year is the luxurious 56' Salon Motor Yacht which is available with up to 600 total hp, with Diesel options. This model is a real marine split-level vessel,

More Data No., Valley Tow-Rite 247

You'll vote for *This* "Senator"!

The Shoup 16′ Multi-purpose Runabout

One glance at the trim hull and swept-back rear fin design of this glamorous 2-tone and mahogany runabout turns pleasure-craft shoppers into enthusiastic constituents for the Shoup "Senator". Built for top speed and made to stay dry in rough, choppy seas, she has non-trip chines assuring swift, stable turning and eliminating any tendency to roll. This design also serves as a longitudinal step, increasing speed by reducing wetted surface of the hull.

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CONVERTIBLE REAR SEAT complete as shown. Rear seat may be readily flipped over for trolling. ☒

DIMENSIONS: L.O.A., 16′. Beam, 78″. Freeboard at bow, 32″—at transom, 23½″. Hull is specially formed plywood (non-moulded). Marine Mahogany Plywood throughout. ☒

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for eight persons can be accommodated in four separate cabins below deck—a large galley and dining lounge are also there—and a 10′ by 18′ salon, enclosed pilot house, and spacious fore and aft decks are topside.

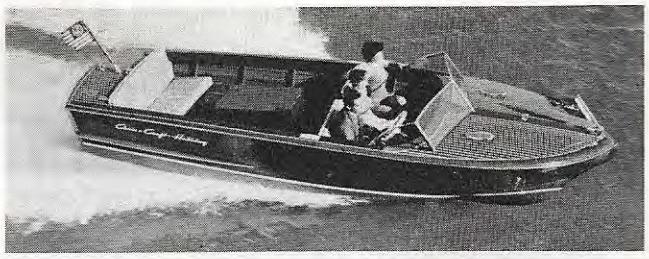
But that's only the upper extreme of the Chris-Craft line, says Division Sales Manager Ed Pickell, who points out that variety is the keynote in all the '57 boats even to the 17′ Sportsman, a two-toned boat comparable in price to the low-cost automobiles on the market.

Just a cut below the Salon Motor Yacht are the 55′ Conquerors and Constellations with cruising accommodations for 10 persons. They are outfitted with master and guest staterooms with separate toilet facilities below the aft deck; cabinet space; dining lounge convertible to upper and lower berths and private toilet facilities; a complete galley, and a deckhouse with a modern drop-leaf table. Into the aft portion of the Conqueror's 22′ deck has been built a roomy cockpit with access to the master stateroom.

Newest of the Chris-Craft cruisers is the 32′ Commander, a six-sleeper distinguished by a newly-styled true-sheer line which sweeps aft from a glistening star on the clipper bow. Both the Commander and the 33′ Futura offer wide options of twin power, and all the Showboat cruisers and motor yachts 26′ and longer have new wood-panelled interiors set off by attractive upholstery, drapes, and floor covering.

Speeds to 45 mph with horsepower ratings to 300 are attainable by the 21′ Capri runabouts and Continental sportsman-utilities which combine a number of futuristic fashion ideas into what is called "the agile look of motion".

Roomy enough for fishing, picnicking, or just plain speedy cruising—yet the swank leaders in the sportsman-utility class—are the 18′, 20′, 23′, and 26′ Continentals, whose decks are of two-tone mahogany and open cockpits smartly upholstered. The 26-footer can handle twin 175's, and the 23 hits 41 mph with single engines as virile as 300 hp.



New Chris-Craft 20′ Holiday offers engine options up to 215 hp and speeds to 41 mph.

Rounding out the list of Chris-Craft models below 30′ in length are the 17′ Runabout; 20′ Sportsman; 18′ and 20′ Holidays with open cockpits and hull-sides flaring outward all the way to the transoms; the 19′ and 21′ Capri deluxe runabouts; Express cruisers in 23′, 24′, and 27′ lengths, and the 24′, 26′, 27′, and 28′ Sedan Cruisers with Flybridge controls, all of which sleep four and feature full height toilet-rooms, complete galleys, and dining space.

Signalling the beginning of real yacht styling is the new 30′ Constellation with space below the aft deck for twin engines up to 350 hp and for storage. Speeds up to 34 mph are possible with the 30, and up to 30 with the 35′ Constellation, which has an optional cabin arrangement which sleeps six but is ordinarily a four-sleeper like the 30.

(Continued on page 460)

More Data No., Ransom F. Shoup 248

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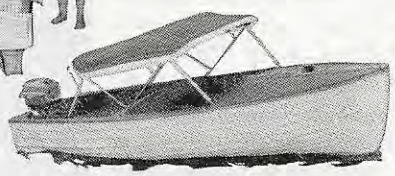

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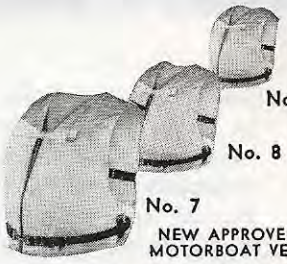

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NEW APPROVED MOTORBOAT VEST

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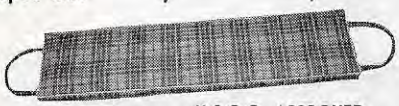

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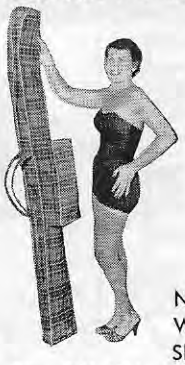

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CHRIS-CRAFT

(Continued from page 459)

Four boats in the Showboat fleet stretch to 38′ in length: the four- and six-sleeper Constellations; the double-cabin Corsair, and the new Sport Fisherman with an extra-sturdy hull, a fishing bridge, and a 13′ beam which outdoes the beams of the other 38-footers by six inches.

Complete cruising accommodations for eight are provided by the 42′ Constellation motor-yachts and Corsair double cabin cruisers with their raised aft cabin and built-in sundeck. Toilet facilities adjoin master staterooms in both, and airy deckhouses derive benefit from the union of the salon, dinette, and galley into one big living area.

All Chris-Craft Sedan Flybridge cruisers and Constellations can be equipped with optional hard or soft tops for the bridge, Pickell points out. The teak decks which are standard with the Futura and Fisherman models, cost extra for all cruisers and yachts above 30′.

Pickell calls the '57 fleet the most sweepingly restyled in the company's history, and it awaits acceptance during the year which everyone expects to be boating's biggest.

Six factories are currently engaged in pleasure craft production in the Chris-Craft plan of operation, and a 100,000 sq. ft. factory currently being built in Florida will be headquarters for the manufacture of a deluxe houseboat-type 65′ yacht.

All Chris-Craft are salt-water equipped, with brass and bronze fastenings, chromed brass fittings and hardware, non-ferrous trim, and tropic-tested finishes. Hulls are said to have batten-seamed sides and double-planked bottoms, and underwater wood parts have been immersed in a fungicide bath.

For More Information Write No. 1048 on "More Data Card"

Imperial

As the name, Imperial, implies, this is a line of craft to be Japanese-built by that country's American division of General Engineering Co., Ltd. General Engineering is the Houston, Texas firm which also sent Richard C. Cole, noted designer of outboards, to Japan to help design the new fleet.

R. C. Cole, left, is shown above at the drawing board, going over plans for the new Imperial line with L. J. Tunkis.

The American-owned Japanese firm — Imperial Boat Co., Ltd. — will assign its engineers to work with Cole in the design of the new craft. The new fleet will include a 16′ convertible runabout, a 14′ "speedster" and an 18′ cabin cruiser. These new models will be added to General Engineering's present Imperial line which includes a 14′ sport runabout, a 19′ offshore fisherman and a 21′ outboard cabin cruiser.

These craft — U. S. Imperial boats — are constructed of Philippine mahogany and native Japanese hardwoods. Future plans call for the additional construction of craft made from molded plywood and fiberglass; the firm presently builds some plywood craft.

The boat division of General Engineering Co. was originated by Lee J. Tunkis of Houston and Sonoma, Calif., an official of the Houston firm. The factory is equipped with equipment that has been imported from the United States, according to the firm, with a few exceptions. The plant is managed by T. Ushihara, a Japanese national who received his degree from the University of Calif., according to General Engineering.

For More Information Write No. 1049 on "More Data Card"

More Data No., Billy Boy 249

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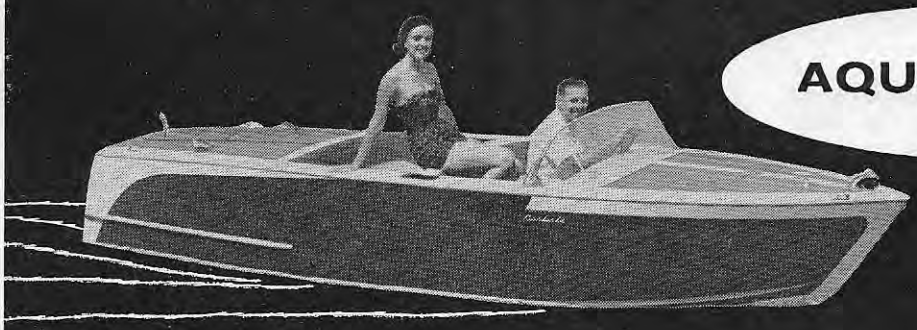

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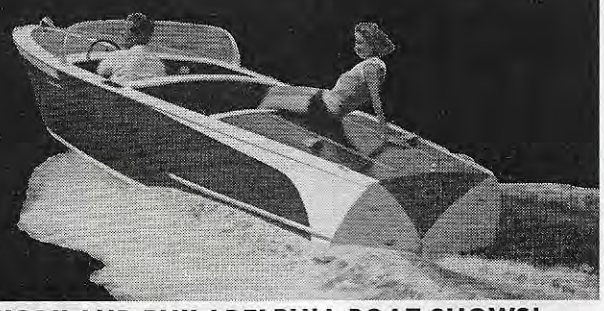
Anyway you look at the Aqua-Queen, you'll see *all* boat. Her modern, two-toned exterior attracts immediate attention. Her fully upholstered interior puts her in the luxury boat class. What's more, she'll carry seven adults comfortably making this the ideal family craft — one designed to increase your sales.



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Aero-Craft (Harwill)

Variety spices the line of Aero-Craft and Aero-Line outboards manufactured by Harwill, Inc., St. Charles, Mich.

Included in the 1957 fleet are an Aero-Craft convertible cruiser rated at 70 hp and, by way of contrast, a 9′ Aero-Line tender rated for 5 hp.

Harwill's fair-traded Aero-Craft models carry a 20-year guarantee against skin punctures. Hulls are built of 2024-T clad aluminum sheet, which the manufacturer says has greater tensile strength than more commonly used alloys.

This Blue Sabre convertible leads the parade of aluminum boats which Aero-Craft will produce in 1957.

Harwill's Blue Sabre convertible cruiser, a 16-footer with a 68″ beam, has a 67″ deck, weighs 400 lbs. It's rated for a maximum 70 hp. It has a walk-through deck forward and two trolling seats aft. The Blue Sabre is available without equipment or with steering, instrument panel and remote controls installed. It can mount twin 35 hp outboards.

At the other end of the scale is Harwill's latest addition to the lower-priced Aero-Line, "Model E," dubbed the mascot of the fleet. It's a 9′ craft, suitable for use by lone fishermen, youngsters or as a yacht or cruiser tender. The beam is 48″ and the depth 18″. Weight is 65 lbs.

Harwill's Aero-Craft line includes 16 models. The addition of the new 9′ model brings the Aero-Line total to five boats, the largest a 14′ 135-pounder rated at 18 hp.

For More Information Write No. 1050 on "More Data Card"

Skaneateles

For those who like an international touch in their fun afloat, Skaneateles Boats Co., Skaneateles, N. Y. imports 25′ sailing cruiser, the "Folk" boat, which the company has modified to its own requirements.

Billed as a seaworthy cruiser and racer, the boat sleeps four and has a galley and an enclosed head. Length at water line is 20′ and the boat has a 58″ beam. George R. Barnes, speaking for Skaneateles, says his company hopes to have a demonstration model in this country by Spring.

Skaneateles also is exclusive importer of Ventimeter wind gauges for the United States, Canada, Bermuda and Puerto Rico. The company imports stainless steel knife-marlin spike combinations and a wide variety of other items for boaters and outdoors men.

Among a wealth of items described in a new catalog now available from the company, Skaneateles offers sleeping bags, air mattresses, portable stoves, small

(Continued on page 462)

More Data No., Carlisle Marine 250

GROCO for '57
FloMaster Pumps

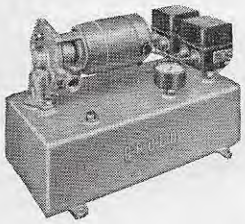
CP-10 Submergible

This new line of Groco Pumps will outperform any other pump of the same power — All bodies and inlets are Interchangeable — Submergible pump motor has Neoprene cover and will not sweat like a metal cover — No gasket to leak — No lubrication.

CP-15—12" Utility

Carbon bearings and Carbon to Stainless shaft seals — Renewable brushes — Available in all Standard D.C. Voltages, A.C. also — Bronze castings — Everdur screws—#316 Stainless Shaft — 3/4" I.P.S. inlet and 1/2" I.P.S. outlet.

CP-20 Circulator



C-2 Water System

1/8 H.P. B.B. Motor — Only one moving part — Anodized #43 Alum. Tank — Low Water Cutoff switch — All D.C. Voltages—H. 9 3/4", W. 8 1/4", L. 15"—Weight—20 lbs.

FA-Hand Closet. Can be converted to an Electric.

Fastest, Quietest low-priced hand and electric closet ever made — 1/8 H.P. Motor, 1/3 less parts. Will outlast old types — Thousands now in use — Hand closet can be purchased separate and electric conversion installed later.

FA-Combination

CATALOG 75¢

GROSS MECHANICAL LABORATORIES

1530 RUSSELL STREET • BALTIMORE 30, MARYLAND

BOOTH C-162

SKANEATELES *(Continued from page 461)*

lights, tent warmers, cabin heaters and a complete line of anchors, sails, spars, rigging, marine hardware, inboard engines and outboard motors, inboard and outboard hulls, small Cruise-along cruisers, and kits for home-assembly of a variety of crafts from 8′ up, plus a new Sudbury Laboratory transparent plastic tram, compasses and the Navicote line of marine finishes.

The company functions as distributor in nearly all lines listed and Mr. Barnes says dealer inquiries are invited. His firm now has eight sales representatives traveling throughout the country and has opened a retail sales outlet on the Skaneateles waterfront where all items mentioned are in stock.

Skaneateles Boats also offers the services of deep sea divers and skin divers and sells lumber for boat building at its retail store.

For More Information Write No. 1051 on "More Data Card"

Borum

The Safari is the newest thing at Otis C. Borum Boats, Inc. The Jacksonville, Fla. builder calls the 16-footer a "smooth performer in modern dress."

Here's Borum's Safari with its snug-fitting canvas top that guarantees privacy when it's desired. . . .

It's one of the new outboard Sportabouts currently being featured by the southern firm, designed with double-hinged seats that unfold quickly to make a comfortable double bed for two or three persons. The 3″ foam rubber cushions are covered in smooth-grained plastic said to be mildew and water-proof. A snug-fitting canvas top can be snapped into place in a matter of seconds to provide weatherproof protection and privacy when anchor is dropped. Screened window panels permit free air circulation.

. . . And if that canvas top were up now, a couple of boaters could really settle down for a long nap. But, with the top down, the sleeping facilities are clearly shown by this picture.

The 1957 Safari is larger and roomier than its 1956 predecessor, according to Borum. And it's available in a wide range of eye-pleasing colors, too. Sixteen standard combinations are available for immediate delivery but nearly any shade or color combination can be special ordered, says Borum. The customer can order a Safari

More Data No., Gross 251

Tropicraft SHOWBOATS

Expert divers measure the "bounce" of the board before jumping. Wise dealers know you've got to show boats to sell boats. You must give your customers, and future customers, time to think . . . start them thinking NOW. Set up those Spring and Summer sales by displaying TROPICRAFT beauties this month. Write today for the pretty profit story on TROPICRAFT

SPRINGBOARD FOR SPRING SALES

"La Bonanza 20"

Big, beamy and safe . . . with top performance! New design . . . plywood bonded in metal channel, plywood sheets are never exposed to water or air! Length 18' 5" — Beam 8'

Tropicraft

"El Caribe 16"

Nationally famous for outstanding performance and its advanced styling makes it a sales leader! Length 15' 11" — Beam 7'

7700 N.W. 37th AVENUE, MIAMI 47, FLORIDA

YEARS AHEAD IN DESIGN AND ENGINEERING

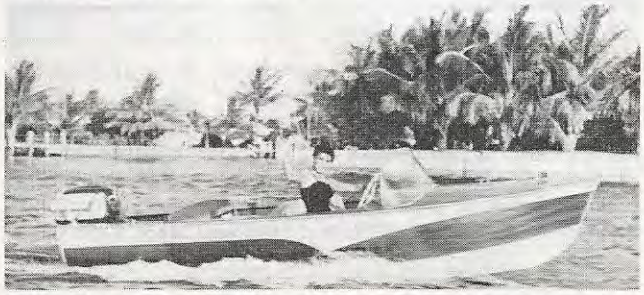
to match his car, if he chooses, or to harmonize with the decor of his home.

Under the bright marine finish of his choice, the buyer would find solid mahogany plywood construction. Chrome-plated fittings are factory-installed. Brass hinges on either side of the front seat have been reinforced this year by addition of a center hinge for greater stability and simpler folding and unfolding. A sleek, wrap-around windshield further adds to the Safari's appearance, Borum described as "snappy." Borum will promptly handle any inquiries concerning the Safari or any of the other 1957 Sportabout models or utilities.

For More Information Write No. 1052 on "More Data Card"

Pompano Boat

Gold Coast Clippers—15' models—have been selling on the Florida Market but now Pompano Boat Co. anticipates broadening its sales activities to include other parts of the country.



With a line of boats like this one, Pompano is bidding for a share in the sales profits anticipated by those in this Boating Industry.

It presently offers three 15-footers—the Sea Witch, the Lightning and the Flying Cloud. They are a utility, half-center deck runabout model and front drive-walk through runabout, respectively. Any of these models are available with a mahogany bow locker for an extra charge.

Other factory installed accessories that are optional include steering equipment, windshield, convertible top to fit the windshield, aluminum rub and stem molding and custom cushions in a choice of colors. Seat backs—both rear and front—are also optional equipment. If the customer desires he may, also, either at time of purchase or later obtain a mahogany battery box, suitable for use on any boat, and the live bait well and seat.

The '57 line of Gold Coast Clippers features three-tone color styling in any combination of nine colors. Other changes include new, more sleek clipper stem, planking of Duraply overlaid plywood, and improved transom construction, still featuring the combination of oak knee and cross beam support.

Dimensions of all models are identical, 15'10" gunwale length, 68" beam, freeboard forward 31", aft 23". All framing is of solid mahogany, decks are ribbon striped mahogany and seats and seat backs are of solid mahogany. All joints are brass or bronze fastened and glued.

Gold Coast Clippers are presently distributed through 31 dealers in Florida, Nassau, and the Virgin Islands. Production is being enlarged as fast as possible, in order to widen the distribution area.

A larger model Gold Coast Clipper in the 17' to 18' class will be ready soon. This will be offered as an outboard or with inboard power installed.

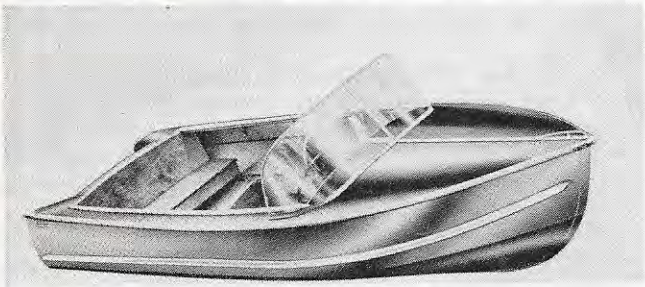
Gold Coast Clippers are backed by an unconditional warranty for materials and workmanship, according to Pompano.

For More Information Write No. 1053 on "More Data Card"

More Data No., Tropicraft 252

Richland

Made of tough .072-gauge aluminum by the Richland Manufacturing Co. of Richland, Mo., the 16′ Rich Line day cruiser is aimed at giving the entire family a safe and smooth ride on the rough waters of large lakes.



Smooth, advanced styling can be seen in this big 16′ day cruiser by Richland Mfg. Co. of Missouri.

Back seat depth of 27″ is imparted by a self-bailing motor weld which encloses the rear transom, beneath which is adequate room for storing gas tanks and batteries; additional storage space is provided by compartments beneath the two side seats.

Standardly-equipped with a steering wheel, windshield, and chroming from the deck to the rear enclosure, the sleek day cruiser measures 66″ at the transom; 72″ at the beam; 30″ deep amidship and 36″ at the bow; weighs 365 pounds, and is made to take outboard installations to 60 hp.

For More Information Write No. 1054 on "More Data Card"

Egg Harbor

A new 34′ sports cruiser has been added to the 1957 line of Egg Harbor Boat Co., Egg Harbor City, N. J.

Latest 34′ sports cruiser added to the line of Egg Harbor Boat Co.

Built, says Egg Harbor's president, Russell Post, "in response to requests from friends," the new "Model 34″ will sleep six and can be used for extended cruising as well as offshore fishing. Though similar to Egg Harbor's Model 30 cruiser, the new boat features flush cockpit decks. It is said to have a top speed of 30 mph.

For More Information Write No. 1055 on "More Data Card"

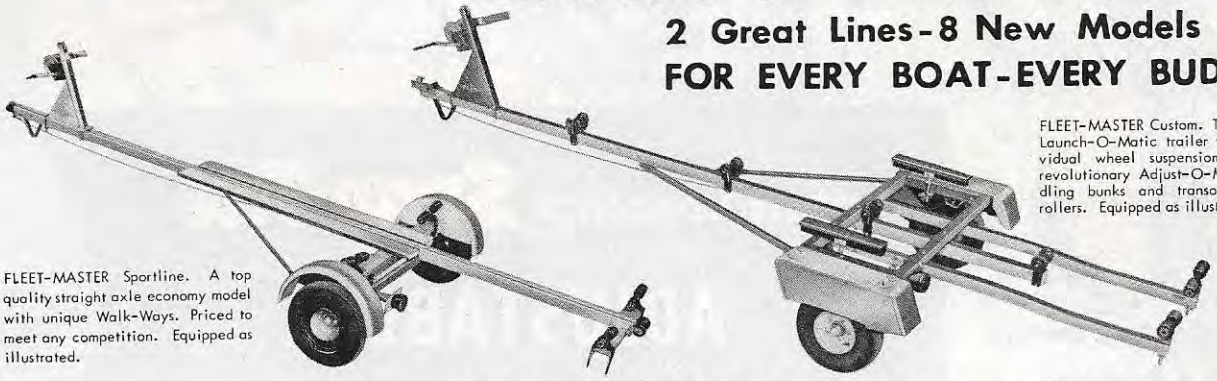
MORE NEW MODEL STORIES APPEAR ON PAGE 470

More Data No., Campbell Mfg. 253

'57 FLEET-MASTER BOAT TRAILERS INVITE YOU TO *Compare*

QUALITY OF DESIGN
QUALITY OF MATERIALS
QUALITY OF WORKMANSHIP!

2 Great Lines - 8 New Models
FOR EVERY BOAT - EVERY BUDGET



FLEET-MASTER Custom. The famous Launch-O-Matic trailer with individual wheel suspension and the revolutionary Adjust-O-Matic cradling bunks and transom support rollers. Equipped as illustrated.

FLEET-MASTER Sportline. A top quality straight axle economy model with unique Walk-Ways. Priced to meet any competition. Equipped as illustrated.

TUF-TESTED!

Every Fleet-Master has passed the very toughest load and road tests. They're tough-tested to take it - so you won't have to!

PRE-ASSEMBLED!

Now, Fleet-Master trailers are as nearly factory assembled as possible in keeping with economical packaging and shipping. Saves you valuable time and money.

SALES APPEAL!

Fleet-Master trailers are well finished and attractive looking as well as being truly functional. They are products of a well established manufacturer and they look it. Nationally advertised too!

PRICED RIGHT!

Quantity buying and modern mass production methods keep Fleet-Master trailers priced right for quick sales and good dealer profits.

STOW-AWAY Anchors! A big new seller shipped in a box that converts into an attractive counter display. A great item!

Write for our new Marine Hardware Catalog. Dealer inquiries invited.

ALLOY MARINE, INC.
ALGONAC, MICH.

REVIEW OF 1956 RACING SEASON *(Continued from page 445)*

SAILING CHAMPIONSHIPS — 1956

One-Design

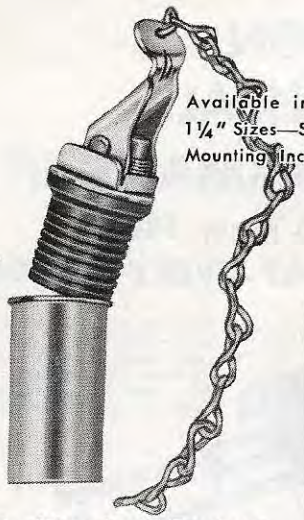
EVENT	BOAT	Skipper	PLACE	DATE
Moth (Int'l)	———	Don Lapp, Miami, Fla.	Miami, Fla.	7/6-8
5.5 Metre (Nat'l)	*Complex II*	Dr. Britton Chance, Philadelphia, Pa.	Larchmont, N. Y.	7/14-17
Flying Dutchman (No. Amer.)	———	Harry Sindle, Lavallette, N. J.	Lavallette, N. J.	7/28-29
Flattie (Int'l)	———	John Williams, Portland, Ore.	Portland, Ore.	8/4-10
Highlander (Nat'l)	*Rory Mor*	Ray McLeod, Plainesville, O.	Duxbury, Mass.	8/6-9
Snipe (Nat'l)	*Ghoul*	Clark King, Los Angeles, Cal.	Alamitos Bay, Cal.	8/6-10
Atlantic (Nat'l)	*Carolina*	Hoyt Perry, Jr., New York, N. Y.	Southport, Conn.	8/16-18
Penguin (Nat'l)	———	Robert Smith, Chicago, Ill.	Biloxi, Miss.	8/16-19
Rebel (Nat'l)	———	Ludwig Fromme, Toledo, O.	Toledo, O.	8/18-19
Int'l 110 (Int'l)	*Black Cow II*	Malcolm MacNaught, Hingham, Mass.	Hull, Mass.	8/19
Luders 16 (Int'l)	———	Shelby Friedrichs, New Orleans, La.	Greenwich, Conn.	8/20-22
Star (No. Amer.)	*Sea Rocket*	Howard Lippincott, Elk River, N. J.	Vermillion, O.	8/20-24
Thistle (Nat'l)	*Paukie*	Gordon Douglass, Mentor, O.	Mentor, O.	8/20-25
210 (Nat'l)	*Alar*	F. Gregg Bemis, Cohasset, Mass.	Marblehead, Mass.	8/21-23
A Scow (Nat'l)	*Val-Lo-Will*	William Grunow, Lake Geneva, Wis.	Oshkosh, Wis.	8/24-25
C Scow (Nat'l)	*Whispering Hope*	Dwight Westholt, Lee's Summit, Mo.	Oshkosh, Wis.	8/24-25
D Scow (Nat'l)	*Der Fuhrer*	Tom Dyer, Minneapolis, Minn.	Oshkosh, Wis.	8/24-25
E Scow (Nat'l)	*Jinny V*	Harry Melges, Jr., Zenda, Wis.	Oshkosh, Wis.	8/24-25
Raven (Nat'l)	*Renown*	Robert Polhemus, Noroton, Conn.	Oyster Bay, N. Y.	8/28-30
Star (World)	———	Agostino Straulino, Taranto, Italy	Naples, Italy	9/2-7
Lightning (Int'l)	———	William Cox, Darien, Conn.	Buffalo, N. Y.	9/6-8
Comet (Int'l)	———	Wayne Diller, Stone Harbor, N. J.	Port Clinton, O.	9/6-8
Woodpussy (Nat'l)	———	Herbert Blake, Peconic Bay, N. Y.	East Rockaway, N. Y.	9/8-9
Six Metre (No. Amer.)	*Buzzy III*	William Gooderham, Toronto, Ont.	Oyster Bay, N. Y.	9/10-14
Firefly (No. Amer.)	*Bacalao*	George O'Day, Boston, Mass.	Marblehead, Mass.	9/22-23
Jet 14 (Nat'l)	———	Norman Applegate, Lavallette, N. J.	Island Heights, N. J.	9/29-30
Int'l One Design (Nat'l)	*Susan*	Emil Mosbacher, Mamaroneck, N. Y.	Western L. I. Sound, N. Y.	May-Sept.
Snipe (Western Hemisphere)	———	Eugene Simmons, Hamilton, Bermuda	Spanish Point, Bermuda	10/16

INDIVIDUAL NORTH AMERICAN CHAMPIONSHIPS

EVENT	SKIPPER	PLACE	DATE
Mallory Cup — Senior	Frederick E. Hood; Marblehead Yacht Club; Marblehead, Mass.	Seattle, Wash.	9/10-15
Sears Cup — Junior	Alan Holt; Corinthian Yacht Club; Seattle, Wash.	Montreal, Que.	8/27-30

(Continued on page 466)

More Data No., Alloy Marine 254



- **Positive Lock Feature**
- **Fully Adjustable**
- **Brass, Stainless Steel and Neoprene Construction**

Inquiries Invited

REVIEW OF 1956 RACING SEASON *(Continued from page 465)*

Adams Cup — Women's	Mrs. Glenn Hill Lattimore; Fort Worth Yacht Club; Fort Worth, Tex.	Cohasset, Mass.	9/4-7
Morss Trophy — Intercollegiate	Dave Minton & Jim Googe; U. S. Naval Academy; Annapolis, Md.	Grosse Pointe, Mich.	6/19-22
Mallory Trophy — Interscholastic	Fred Sorensen; Phillips Academy; Andover, Mass.	New London, Conn.	6/18-19

DEEP WATER

EVENT	BOAT	SKIPPER	DATE
Fort Lauderdale-Bimini	*Comanche*	John W. Price, Miami, Fla.	1/20-21
Buenos Aires-Rio de Janeiro	*Fortuna*	Argentine Naval Academy, Buenos Aires, Argentina	1/22-30
Miami-Nassau	*Criollo*	Luis Vidana, Havana, Cuba	1/31-2/1
St. Petersburg-Havana	*Finisterre*	Carleton Mitchell, Annapolis, Md.	3/10-12
Southern Ocean Racing Conference	*Finisterre*	Carleton Mitchell, Annapolis, Md.	Jan.-March
Storm Trysail Club-Block Island	*Golliwog*	Colin E. Ratsey, City Island, N. Y.	5/25-27
Bermuda Race	*Finisterre*	Carleton Mitchell, Annapolis, Md.	6/16-21
Los Angeles-Tahiti	*Jada*	William Sturgis, Los Angeles, Cal.	6/16-7/8
Swiftsure Lightship	*Adios*	Carl Jensen, Seattle, Wash.	6/23-24
Tall Ships Race, Torquay, Eng., to Lisbon, Port.	*Artica II*	Italian Naval Squadron	7/7
Port Huron-Mackinac	*Gypsy*	Joseph Schoendorf, Jr., Milwaukee, Wis.	7/14-17
Chicago-Mackinac	*Fleetwood*	Nicholas Geib, Chicago, Ill.	7/21-24
Astor Cup	*Tioga*	Bradley P. Noyes, Marblehead, Mass.	8/6
Stamford-Vineyard Haven	*Cottom Blossom IV*	Walter Wheeler, Jr., Stamford, Conn.	8/31-9/2
Tri Island Series (Puget Sound)	*Rebel*	Douglas Sherwood, Seattle, Wash.	5/19-20 6/2-3 9/15-16

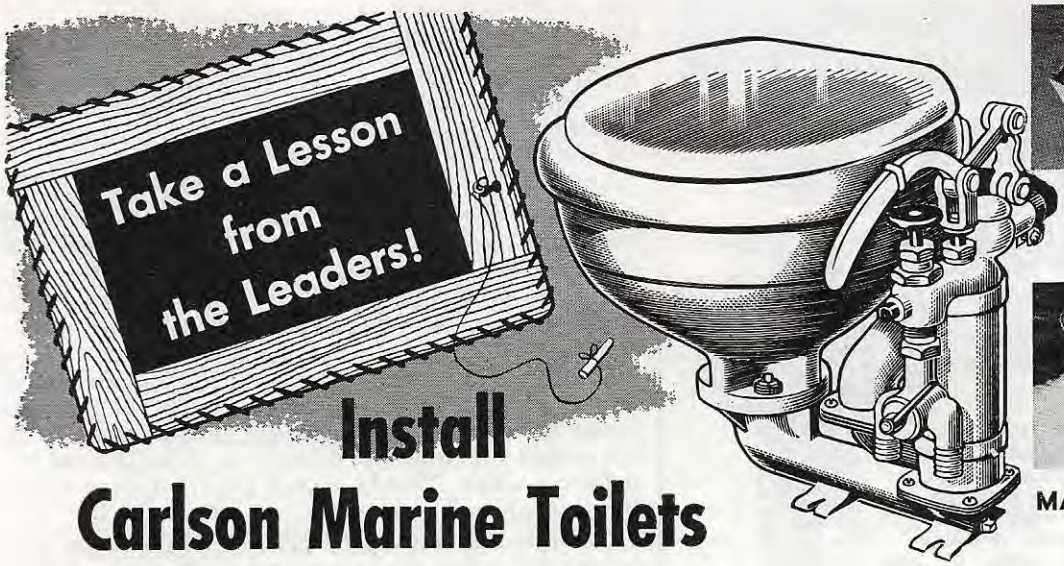
BALTIMORE COPPER *(Continued from page 447)*

Among the other interesting exhibits at the Regatta booths will be panels painted with Regatta Vinyltex 55 Anti-Fouling Fast Red, with Silicones, which demonstrate the glass-smooth, friction-free surface obtainable with this anti-fouling paint through the addition of silicones. The Baltimore Co. introduced the addition of silicones into its bottom paint compositions several years ago.

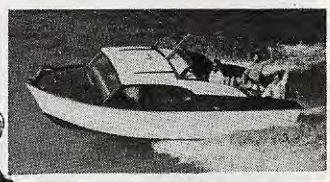
For More Information Write No. 1056 on "More Data Card"

COMING!!!
In March
MARINE ENGINE SPECIFICATIONS ISSUE

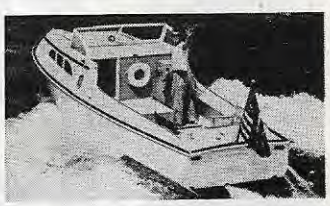
More Data No., Moeller 255



Install Carlson Marine Toilets



CHRIS-CRAFT Corp.
Algonac, Mich.



MARBLEHEAD Boat Yard
Biddeford, Me.

Trojan, Chris-Craft, Richardson, Inland Seas, Marblehead . . . here are just a few of the leading builders of stock cruisers who know and insist on top quality. That's why they install Carlson Marine Toilets in many of their more popular models.

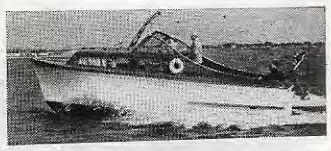
Before deciding on the marine toilet you'll put aboard, check the Carlson line . . . the Jarris Jr., Jarris 1000 HH, Jarris 1000 VH, Willis Model "A" or the new, compact Carlson Corsair. Write for descriptive brochure today!

CARLSON CORSAIR

Cast bronze, 1-piece pump assembly makes for economy and longer life. Ideal for outboard cruisers, small inboards and larger inboards where space is a factor.

INLAND SEAS Boat Co.
Cleveland, Ohio

TROJAN Boat Co.
Lancaster, Pa.



SUMNER Boat Co.
Amityville, N. Y.

C son Carlson & Son

19 JAMES PLACE • METUCHEN, NEW JERSEY

Parker Hardware Offers Continuous Hinges In Many Metals, Sizes, Gauges & Finishes

WHERE CAN A PARKER continuous hinge perform a marine function?

Wherever, says S. Parker Hardware Mfg. Corp., a hinge is required—there is the place for a Parker installation. Parker continuous hinges are manufactured in such a variety of sizes and gauges in any number of metals and finishes so that the firm is confident that it can meet the varying requirements of today's builders. That's the New York City firm's business—supplying builders hardware.

At its Brooklyn, N. Y. foundry, Parker is turning out these hinges in steel, stainless, nickel-plated steel, aluminum, brass and nickel and chrome-plated brass. Parker continuous hinges are measured by open width x overall length and range in size from the very narrow to ½″ open width to the extreme 4″ open width, according to the firm. Stock lengths measure 6′ and 7′ but they are also available in any cut sizes desired in any quantity. Gauges range from .018 to .078. Sizes, gauges, finishes and metals discussed here are generally available immediately from stock on hand, according to Parker. And the firm constantly seeks to expand its inventory in order to provide increasingly fast, dependable delivery of its products. In most cases, says Parker, shipments are made the day orders arrive. Parker welcomes inquiries concerning these continuous hinges—frequently called "piano hinges" and particularly inquiries about carload orders of single-length hinges.

For More Information Write No. 1090 on "More Data Card"

Telescope Folding Furniture Has Catalog For 1957 Featuring Its Full Marine Line

IN ITS NEW 1957 CATALOG called "Profits Ahoy . . . With Telescope Marine Furniture" the Telescope Folding Furniture Co., Inc. of Granville, N. Y. outlines and illustrates in full color its newest line of marine furniture.

Many features which are introduced into the production of this furniture make it one of the most outstanding lines available today, say its designers. Mahogany-stained hardwood frames with marine varnish finish that is extremely durable to the elements and matches most mahogany found in today's yachts and cabin cruisers, is used in production of its chairs.

Others include such things as chrome-on-brass hardware for those who desire all-chrome fittings, brass hardware that is long-lasting and non-rusting, white rubber-tipped legs and back posts which eliminate marring of the finest decks or mahogany panelling and new nautical styling—designed in new "ship-shape" style from the chairs right down to the helmsman's attractive ship's wheel.

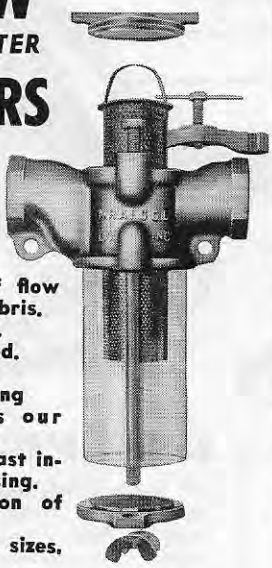
A slip-on seat and back are special features on all Telescope Director's Chairs, too. Besides these director's chairs which are available in many different styles, the company manufactures such other equipment as pilots' chairs to make it possible for the captain of a cabin cruiser or yacht to pilot his boat while seated, folding cots which are said to rival regular beds for sleeping comfort and various models of stools which provide extra handy seating aboard ship.

For More Information Write No. 1091 on "More Data Card"

More Data No., Carlson & Son 256

MARINE EQUIPMENT

SEA-VIEW
COOLING WATER
STRAINERS

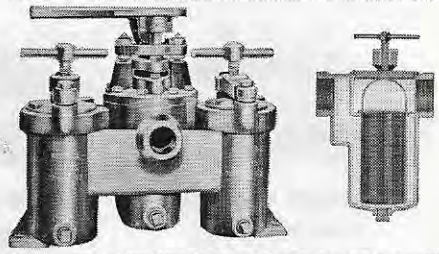


Single & duplex with Transparent Sump

CLASS 73 SEA-VIEW STRAINERS

1. Instant check of flow and collected debris.
2. Ease of cleaning.
3. No tools required.
4. Light weight.
5. Adequate straining area, same as our standard series.
6. Mounting lugs, cast integral with housing.
7. Optional direction of flow.
8. Wide range of sizes, from 1/2" to 3".
9. Reasonably priced.

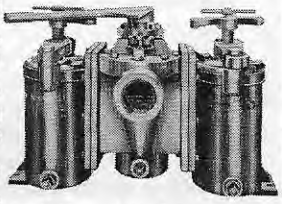
Write today for Bulletin A-1735



CLASS 72 SEPARATORS

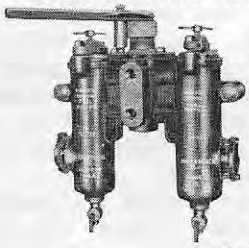
Single and Duplex integral construction. For lubricating, fuel oil and cooling water service. Ferrous or bronze according to application requirements or specifications. Sizes 1/4" to 2 1/2".

Ask for Bulletin A-1430 and A-1214.



CLASS 72 A SEPARATORS

For salt water and general service. Designed for easy assembly in restricted space, and permits the use of dissimilar metals for price economy. Sizes 3/4" to 6". *Bulletins A-1431, A-1275*



CLASS 72 - 72 D FILTERS

Single and duplex fuel filters. Single units for intermittent service, duplex for continuous duty, as on U. S. C. G. Picket boats where no down time allowed for servicing.

Ask for Bulletin A-1222

THE KRAISSL COMPANY
INCORPORATED

293 Williams Ave., Hackensack, N.J.

More Data No., Kraissl 257

Bollinger Outboard Motor Brackets Give Inboard Comfort-Outboard Convenience

INDIAN SUMMER has vanished from the North leaving chilled and frozen waters and only the memory of outboarding. This does not mean however that there are not big plans afoot for the coming season. Take for instance Bollinger Marine Service of Fort Lauderdale, Fla.

From the land of year-around sunshine and boating they report that their new outboard motor bracket for 1957 will eliminate vibration, noise, fumes and drippings. The owner of this bracket is said to gain cockpit space, transom height, quieter outboarding and rubber mounted insulation.

The outboard motor bracket is made of an aluminum alloy known as tenzaloy which is nearly ten times as strong as ordinary cast aluminum. It is insulated with live rubber with no metal to metal or metal to wood installation which literally makes your outboard motor "float in rubber."

Bollinger brackets extend 17" from the transom permitting full tilt to the largest motors. This feature enables the operator to keep the prop out of the water when the motor is tilted.

So, whether you are boating in a land of palms or have traded your outboard rig for a snow shovel you can still plan for new fun in 1957.

For More Information Write No. 1151 on "More Data Card"

No-Drift Anchors Are Easy To Use, Easy To Open And Close And Carry

NO-DRIFT ANCHORS have any number of "selling" features, according to the El-Gan Sales Co. of Elgin, Ill. who manufactures the units. They are ruggedly constructed, says El-Gan, for dependable operation. Since they weigh only four pounds and are easily collapsible, they are easy to carry and easy to use. When they are folded, the anchors can be stored into most tackle boxes.

Each of the anchors is packed in a box that measures only 10 1/2" x 3 1/4" x 3 1/2" and therefore take up little valuable counter space. Six of these individual packages are shipped in a single carton along with a supply of consumer leaflets and a window banner for a little extra sales help.

The No-Drift anchor lugs are quickly and easily extended or collapsed. To extend them, it's necessary only to pull up on a rope loop, give it a quarter turn and let it drop into the slot that's provided. After the lugs are pulled up to extended position, the rope loop is pulled up, given a quarter turn and released. This, says El-Gan, locks lugs into the extended position. This procedure is repeated to collapse the lugs, according to the company. It's just a matter of pulling the lugs into fully extended or collapsed position and locking them there.

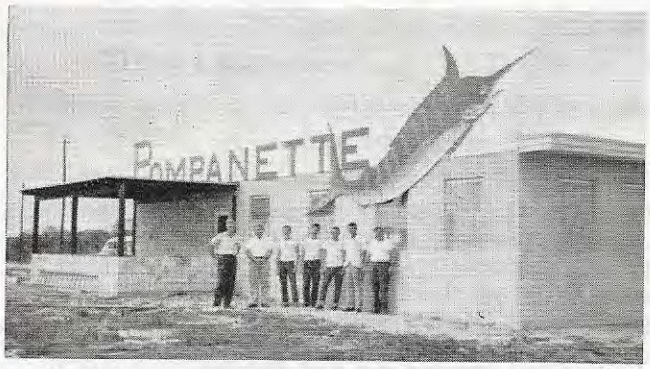
The anchors are fashioned of grey iron that's been cadmium-plated and Di-Chromate treated for maximum resistance to rust and corrosion and feature positive-action bronze springs.

Good, sound merchandising aids are available to dealers. Among the sales aids available are consumer leaflets, envelope stuffers and newspaper advertising mats. These items are available without charge on request.

For More Information Write No. 1093 on "More Data Card"

Pompanette Products Celebrates Ten Successful Manufacturing Years

TEN YEARS AGO, Ed Hatch began making a few fishing tackle items at Hollywood, Fla. Today, his Pompanette Products business has expanded to include a growing line of fishing chairs and he has just completed a new building twice the size of his first shop, which still is in use.



Here's the crew and headquarters of Pompanette Products, now celebrating its tenth year in business.

Pompanette Products built its first fishing chair just five years ago. From inception, it was designed to fit the real needs and desires of a fisherman.

The new building, its owner reports, will permit production of "several" new items. Among them will be a large folding pilot chair for beauty and comfort in day-long cruising. Plans also call for production of a low-priced fishing and pilot chair set for small boats.

Until recently, Pompanette Products let its equipment advertise itself, relying on word-of-mouth endorsements by users. But last year the company placed its first national advertising in The Boating Industry and Hatch reports resulting inquiries about his fishing chairs from Europe, Africa, the Philippines, South America and both U. S. coasts.

For More Information Write No. 1094 on "More Data Card"

6' Outboard Slalom Combination Newest White Bear Water Ski Set

ADDITION OF A SLALOM TOE to one of the regular 6′ outboard skis manufactured by the White Bear Water Ski Co. has resulted in the introduction for 1957 of the No. 60BSC (6′ outboard slalom combination) set for double-duty by the White Bear Lake, Minn., concern.

The increasing popularity of slaloming prompted the variation, and White Bear emphasizes that a deep metal fin characteristic of the regular slalom can be added later when the owner becomes more proficient in the slalom.

Outstanding among the special-purpose water-skimmers from White Bear are the 11-pound Varnished European Banana Slalom, a single ski which is 69″ long and whose 8″ extreme width tapers to 1½″ at the rear, which is best for skiers 160 pounds and lighter, and the 26-pound, 70″ by 24″ Aquaplane which is recommended for the youngster just beginning.

Produced in 5′, 5½′, and 6′ lengths, White Bear's skis are made of specially-selected top-grade ash lumber and can be had in red, coral, yellow, green, and varnished shades.

Other items in the White Bear array are the 36″ diameter Fly-N-Saucer and Polar Water Saucer; single- and two-handled ski tow ropes, and molded and polar foot kits.

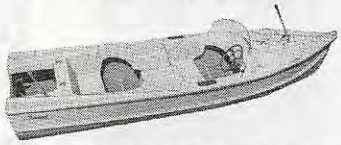
For More Information Write No. 1095 on "More Data Card"

PRESENTING

Freeland

BOATS for 1957

Many new features, plus national advertising are making the 1957 line of Freeland Boats more profitable for dealers than ever before. Look at this line-up of models, all with Safety Floats of Styrofoam:



SKI-MASTER

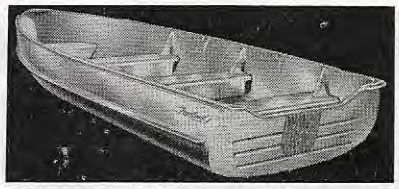
Aluminum, 14'

One-piece, Fiberglas deck: available in 4 colors. 60" beam. Offered with or without full equipment. Motors to 40 HP. Fast, durable. Built to withstand hard usage.

PREMIER

Aluminum

12'—14'—16'

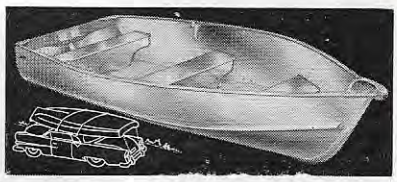


Hull has unusual fullness, and lines of striking beauty. 58" beam. Roomy, Fast, Stable, Easy to handle. Motors to 40 HP.

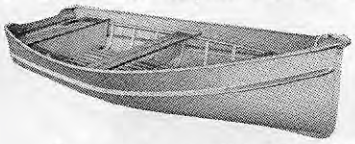
LUMA-TOP

Aluminum

12' & 14'



Light (only 90 lbs). Easily rides atop car. Strong. A fine all-purpose craft. Comfortable. 49" beam, 18" depth. Motors to 10 HP.



GALVANIZED STEEL

Ten models in 12', 14', 16' sizes. Fast, stable, safe. Low in cost, upkeep. Welded construction, built to take punishment. Removable wood floor. Spray rails. $99 up.

NATIONALLY ADVERTISED IN Outdoor Life Sports Afield Outboard Field & Stream Fur-Fish-Game Argosy

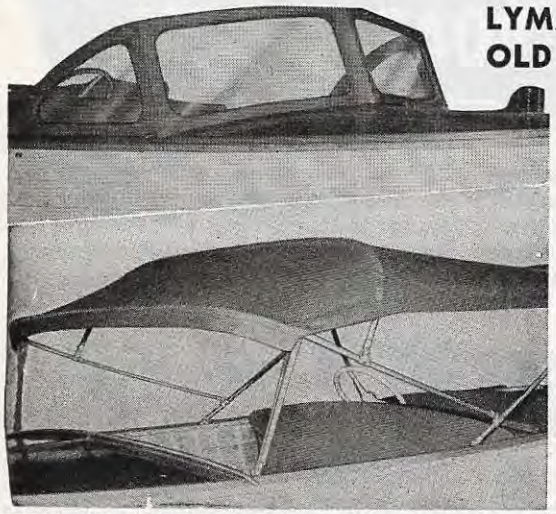
Expanded capacity permits addition of new dealers in territories now open. Write for details. See them at Chicago National Boat Show, Feb. 8-17, 1957.

FREELAND SONS CO., STURGIS, MICH.

More Data No., Freeland Sons 258

ARGA SOLID MAHOGANY WINDSHIELDS—CONVERTIBLE TOPS
For DURABILITY & LASTING BEAUTY THEY SELL ON SIGHT BECAUSE OF FINE CRAFTSMANSHIP AND MATERIAL

This is not just another Windshield or Convertible Top. They are modern, especially constructed and manufactured by Pioneers in the Marine Field. Dollar for Dollar it's the finest you can offer the Boat Owners. • CAN BE FITTED TO MOST STANDARD BOATS •



LYMAN - THOMPSON - MOLDED FIBERGLASS (Union City)
OLD TOWN - E. M. WHITE (Lapstrake) - BARBOUR
BOWMAN GOODYEAR - CRUISERS INC., MINNETONKA . . . and many others.

EXCLUSIVE FEATURES ONLY TO BE HAD ON OUR WINDSHIELDS

- SMART MODERN DESIGN • STURDILY CONSTRUCTED
- NO GLARE SAFETY GLASS THROUGHOUT
- EVERYTHING FURNISHED FOR QUICK, EASY INSTALLATION AND NOW WITH OUR *NEW METHOD* YOU WILL ELIMINATE MOST HAND FITTING, WHICH WILL CUT LABOR COSTS ½ OR MORE, ALSO MAKING THEM USABLE ON A BIG MAJORITY OF ALL BOATS.

• Large stock for immediate shipment

We also carry and manufacture a large line of specialties for standard make boats including fine grade Mooring Covers.

VISIT OUR BOOTHS A-13 & A-46 N. Y. BOAT SHOW

DEALERS: DRESS UP THE BOATS YOU SELL *MAKE MORE PROFITS*

MANUFACTURED BY

DEALERS SEND FOR FOLDERS AND PRICES

ARMSTRONG & GALBRAITH INC.

226 FOURTH AVE, N. Y. • *31 YEARS OF DEPENDABLE SERVICE* • ORegon 3-8280

NEW 1957 BOATS ***Continued***

Chris-Craft Kits

Chris-Craft stresses style in its 1957 kits for do-it-yourself boat builders.

The Algonac, Mich. manufacturer calls it "Flite-Speed" styling and incorporates its new design ideas into kits for outboard and inboard sports runabouts, sports utilities and cruisers.

The Pram, an 8′ auto-top boat, leads off the kit fleet. Chris-Craft says the Pram can be assembled on a weekend with tools of the kitchen-drawer variety.

Chris-Craft boat kits are tailor-made for the person who likes to carry out the construction himself. This 8′ Pram is an excellent example.

New 12′ Vagabonds and 14′ Caribbeans are open-cockpit utility boats designed for fishermen and outboarding enthusiasts. They can be transported on light trailers.

Kit runabouts sport twin fins, simulated air scoops and sweeping style lines. Included are a 12′ Meteor, a 14′ Comet, a 14′ Barracuda and a 16′ Custom runabout. The single-cockpit Meteor will hit 30 mph with a 20 hp motor, Chris-Craft reports. This one and the new Comet have long forward decks, storage compartments aft and self-draining motor wells. Barracudas and the 16′ Custom runabouts have walk-through seat-backs in forward cockpit. Beam on the 14-footers is more than five feet and is a full 6-1/3′ on the 16-footer.

A new 14′ Grayling, a raised-sheer 15′ Tarpon and a 16-footer are included in new Chris-Craft sports utility kit boats. These and the runabouts come complete with reinforced transoms to handle the high-horsepower outboards used for water skiing and other sports.

Single or twin outboards can be used with two new 16′ Chris-Craft kitboats—a sports express and a sports cruiser. The express has port and starboard storage compartments in the cockpit, a self-draining motor well and a raised-deck cabin that will accommodate two berths and a toilet. Flybridge controls for both boats can be sheltered by a streamlined windshield.

A new 19′ series includes a sports runabout that handles single or twin outboards or inboards to 150 hp, and a sports convertible with a four-way convertible top. Both have open cockpits and beams in excess of 7′. A new 19′ sports express has a cabin the boat builder can fit out with berths, galley and toliet. A one-piece fiberglass cabin roof is designed so the leading edge forms a visor over the wrap-around windshield.

Rounding out the 1957 Chris-Craft kit fleet is a four-sleeper 22′ express which the manufacturer says costs far less than comparable factory built models. This one, like the 19′ models, is supplied in three separate kits—hull and cabin, cabin interior, and flybridge windshield. The idea, the maker says, is to permit builders to budget their costs and add kits as they're ready for them.

Bill Gundlach, kit division sales manager, says Chris-Craft engineers have introduced style for 1957 "as an

More Data No., Armstrong & Gallbraith 259

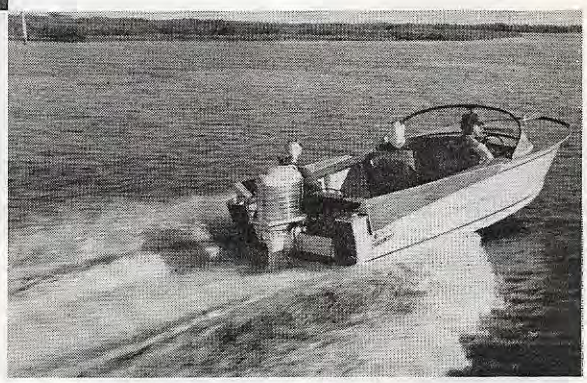
New 16' Deluxe Over-Niter for '57 featuring wrap-a-round windshield with mahogany framing for added strength . . . opening hatch . . . futuristic tail fins.

MORE SALES . . . MORE PROFIT . . .

with *Du Craft* TRADE MARK REG.

PIONEER BUILDER OF OUTBOARD BOATS
CHOICE OF
10 MODELS IN ALL . . .

DuCraft's new 1957 line of 10 models is a complete line — 14 - 16 - 20 footers, Cruisers and Runabouts—allows customers to pick the boat that suits them best . . . for fishing, cruising or family fun.



LIMITED DEALER TERRITORIES AVAILABLE
WRITE DEPT. BI-11

Du Craft TRADE MARK REG.

PORT ORANGE, FLORIDA

WATER BUG LINE

adjunct to the low cost and ease of assembly features which have won wide acceptance for kits." And he says do-it-yourself skippers may "customize" their completed kitboats with dozens of color combinations.

For More Information Write No. 1057 on "More Data Card"

Smallcraft

For increased safety and convenience, an exclusive "Walk-Thru Windshield" has been incorporated into the construction of the 19′ and 21′ Surfliner cruisers being produced for 1957 by Smallcraft of Lake Wales, Fla.

Designed by Charles M. Hunt, Jr., the Surfliner is a deep-vee'd non-pounding hull with exceptional flare and a sheer with a modern downswept curve which blends well with the streamlined and varnished mahogany-sided cabin.

The smaller Surfliner actually measures only 18′7″ in length, and the larger one 20′7″. Both, however, are identical in such other measurements as the beam, 7′7″; the draft, 9″; freeboard (bow), 3′2″, and headroom, 60″.

As its name suggests, the Walk-Thru Windshield—on which a patent is pending, Smallcraft reveals—provides access to the hatchway from the steering position at the front of the cabin.

The novel passageway through the foredeck and windshield comes in handy, in the opinion of Smallcraft, in such operations as casting anchor; docking; checking suspicious areas of water; piloting the craft at night, and loading gear or passengers when there are no longside dock facilities.

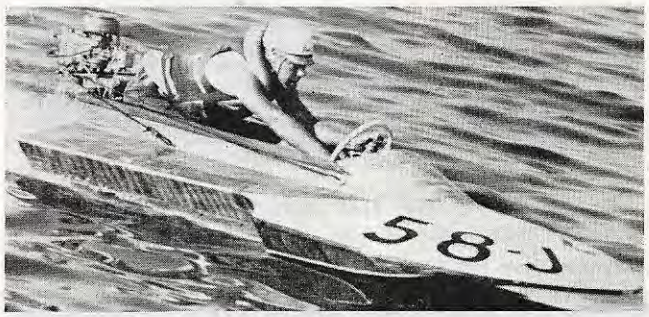
Hull design of the Surfliner duo provides that the Deadrise of the bottom at the area of impact at a speed of 22 mph is technically correct for snubbed deceleration instead of pounding, says the manufacturer. Furthermore, the ⅜″ Douglas fir plywood panels can be manually bent into location, thus are not likely to break or to pull their fastenings.

A number of interior setups is possible to suit the buyer's desires, according to Smallcraft, and standard accommodations include a 3′ galley, where a portable wash basin can be mounted to conceal a water closet; a galley shelf, large enough to hold a wash basin and a two-burner stove and beneath which an extension table pulls out to seat four; a 26″ by 78″ day bunk which extends into the aisle to form a 50″ by 78″ double bed, and a 7′ self-bailing cockpit aft the cabin.

For More Information Write No. 1058 on "More Data Card"

Sid-Craft

Utility runabouts and hydroplanes are both products of Sid-Craft Boats, specialists in the production of outboard race boats, with its plant in Nixon, N. J.



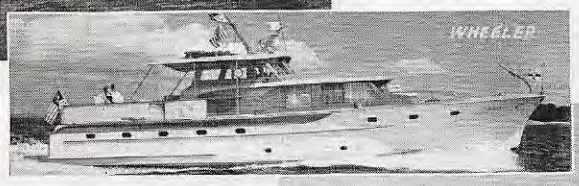
Fine racing craft like this Model A-B stock racing hydroplane are built by Sid-Craft.

(Continued on page 472)

More Data No., Du Craft 260

USE the PRODUCTS the LEADERS CHOOSE

ALROY PRODUCTS



Lab tests . . . field tests . . . accelerated tests . . . all have value in determining the quality of a marine product. But the surest and safest way to select a product is to take a lesson from the leading builders of quality boats. Egg Harbor, Richardson, Wheeler are only a few of the good builders who choose Alroy Products.

CAULKING COMPOUND **AR-707** the NO-COTTON CAULKING

This resilient, labor saving compound not only eliminates tedious cotton caulking, it's far superior. Easily applied with a putty knife in seams up to ⅝" wide above and below the water, AR-707 lasts longer than cotton and assures a water tight job even after long winter storage. With controllable working time from 15 minutes to many hours, AR-707 has an adherence to all woods including teak.

MARINE **AR-706** ADHESIVE

For covering decks and cabin tops with canvas or fiberglass, AR-706 is the Leaders choice because it saves labor and assures a better job. Unlike other adhesives AR-706 gives ample working time — 45 minutes before tackiness. Its strong, waterproof adhesion plus its resiliency gives a longer lasting job that will not crack with age. A coat of AR-706 over new canvas is an ideal paint saving primer and prepares surface for the final coat of AR-711 or paint.

MARINE **AR-711** COATING

Now used to replace paint and varnish, AR-711 is available in 8 lustrous colors and brightwork clear. It dries to an absolutely waterproof abrasion resistant surface which outlasts paint and varnish many times. Lighter than paint, its smooth glass like surface is ideal for racing boats. And for sealing and protecting troublesome plywood, AR-711 is the answer.

MARINE **AR-703** COATING

"Fastening" teak decks to under decks, patching broken plywood, bedding above and below the water, protecting hulls from worms in southern waters, caulking seams in narrow planked boats, are but a few of the many handy applications of AR-703 Marine Coating and Compound. AR-703 provides a durable, flexible, abrasion resistant, protective waterproof layer on any boat surface. Its strong adherance makes it ideal as a waterproof marine glue.

See us at the New York Boat Show Booth C-25 — For details write for folder B or see your distributor.

ALROY PROCESS CORPORATION 6 East 46th Street · New York 17, N. Y.

More Data No., Alroy 261

SID-CRAFT *(Continued from page 471)*

The cut above shows the firm's hydroplane in action. It is a boat of which the company is justifiably proud. The builder reports that within a month after the completion of its prototype, one of the initial models was entered in, by its driver, Dave Kough of Hawthorne, N. J. He won the B Stock Hydroplane Championship in an American Power Boat Association-sanctioned race at Cambridge, Md.

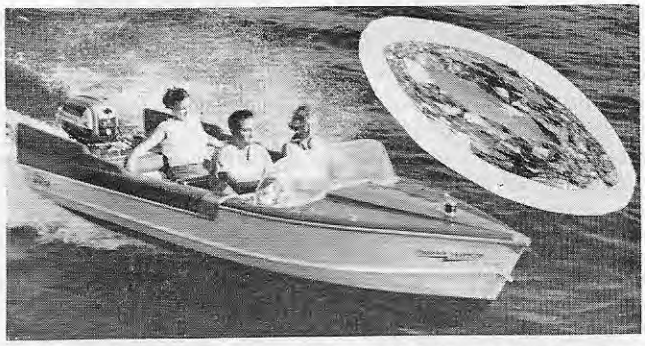
The company's new hydroplanes are made in JSH, ASH, BSH, CSH and DSH models. These craft are planked of five-ply mahogany with three-ply mahogany sides and fabric-covered forward deck. Strength members of solid mahogany are used throughout.

For More Information Write No. 1059 on "More Data Card"

Arkansas Traveler

High-priced and luxury boats may no longer be boat show novelties but Arkansas Traveler's Chicago National Boat Show exhibit is bound to attract plenty of attention. It's going to be more than the Little Rock, Ark. firm's 1957 fleet that'll be vying for attention.

One of the Southwest Mfg. Co.'s Arkansas Travelers will be "wearing" an 8.27 carat diamond in a fixture specially-designed to resemble a bow light. The diamond has been named the "Star of Arkansas." That's the diamond in the upper right corner of the picture here. It's reported to be a flawless stone, one of the "most fabulous" in existence. The Arkansas Traveler division predicts that this year's Chicago display will eclipse anything of this nature "ever before shown."



Look at that marquise-shaped diamond! Chicago Boat Show-goers will see it again in all of its brilliance. The Arkansas Traveler Marquise will be "wearing" it at the Chicago exposition. A special light fixture has been designed to house the stone.

The craft that'll be "wearing" the diamond is the new Marquise, a sports runabout. The gem itself was mined in the Crater of Diamonds, reputed to be the only diamond mine in North America, located near Murfreesboro, Ark. In the rough, the stone weighed 15.37 carats. It was cut and polished by Schenck and Van Haelen, New York diamond cutters, to the "marquise" shape as seen in the picture. The stone measures 1½" x 7/16".

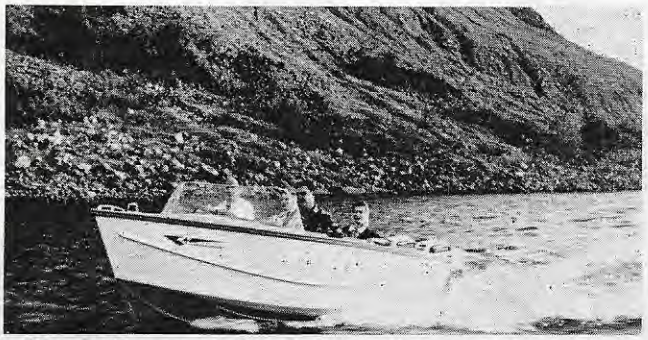
The Arkansas Traveler Marquise measures 15'. It's part of the Royal series and features two cockpits, a fantail deck and forward sweep fins. Deck, coaming and fins are of lustrous, gleaming fiberglass with a glass-smooth finish. Attractive, comfortable cushions are color-matched. Like the Duchess, second in this two-model Royal Series, the Marquise is rated for 60 hp and is equipped for installation of motor and remote motor controls. The Marquise has a 62" beam and a 53" transom. The boat weighs 420 pounds and is factory-equipped with hardware and fittings.

When the two Marquises—boat and diamond—are exhibited by Arkansas Traveler, it will be insured for $75,000 and will be under the constant protection of

two members of the Arkansas State Troopers, armed and in uniform.

The stone was found by Mrs. A. L. Parker of Dallas, Texas. Mrs. Parker paid the regular $1.50 digging privilege fee and was rewarded with her find at a rate of about 50,000 to 1. The boat on which the gem will be exhibited will also have a price tag of about $76,000, according to Arkansas Traveler. The mine, covering about 72 acres, has provided diamonds—about 70% industrial and 30% gem grade—since its 1906 discovery. It is now operated as a tourist attraction with a $1.50 fee for "finders-keepers" digging privileges.

Arkansas Traveler will exhibit others in its 1957 fleet of outboards. The new 16′ Day Cruiser will be spotlighted at Chicago. Test runs of this craft using twin 35 hp motors resulted in speeds around 35 mph, according to the Arkansas firm. The cruiser has an 82″ beam and a 65″ transom for motors of up to 80 hp. There's room in the 7′ x 10′ cockpit for two or three deck chairs, too, and room underneath the transom seat for fuel tanks, battery and other equipment.



Though this new 16′ Day Cruiser won't be decked out with the "Star of Arkansas," Arkansas Traveler predicts it will still attract attention from trade and public alike. It's a husky craft with lots of beam and freeboard for offshore use, says the firm.

Standard equipment includes curved windshield, steering wheel and rigging, custom made fitted cushions (in front seat only), chrome cleats, chrome combination bow light and fiber glass battery box.

The hull follows Arkansas' "Cushion-Aire-Glide" design with integral bilge keels and spray rails. Test runs have shown a high degree of maneuverability and stability with ample agility for water sports, says Arkansas Traveler. The new hull performs well with both single or duo motor installation according to the builder.

Named Contessa (DC-16), the new boat rounds out a complete Arkansas Traveler line of fishing, utility and sports models in a wide price range and in lengths ranging from 9′ to 16′. All are made of corrosion-resistant aluminum. The new Day Cruiser also has fiberglass decks and superstruture. The new sports models feature these and also the new Arkansas Traveler die-formed hull.

Arkansas Traveler boats are made by Southwest Manufacturing Co. in its two plants at Little Rock, Ark. and Adams, Wis.

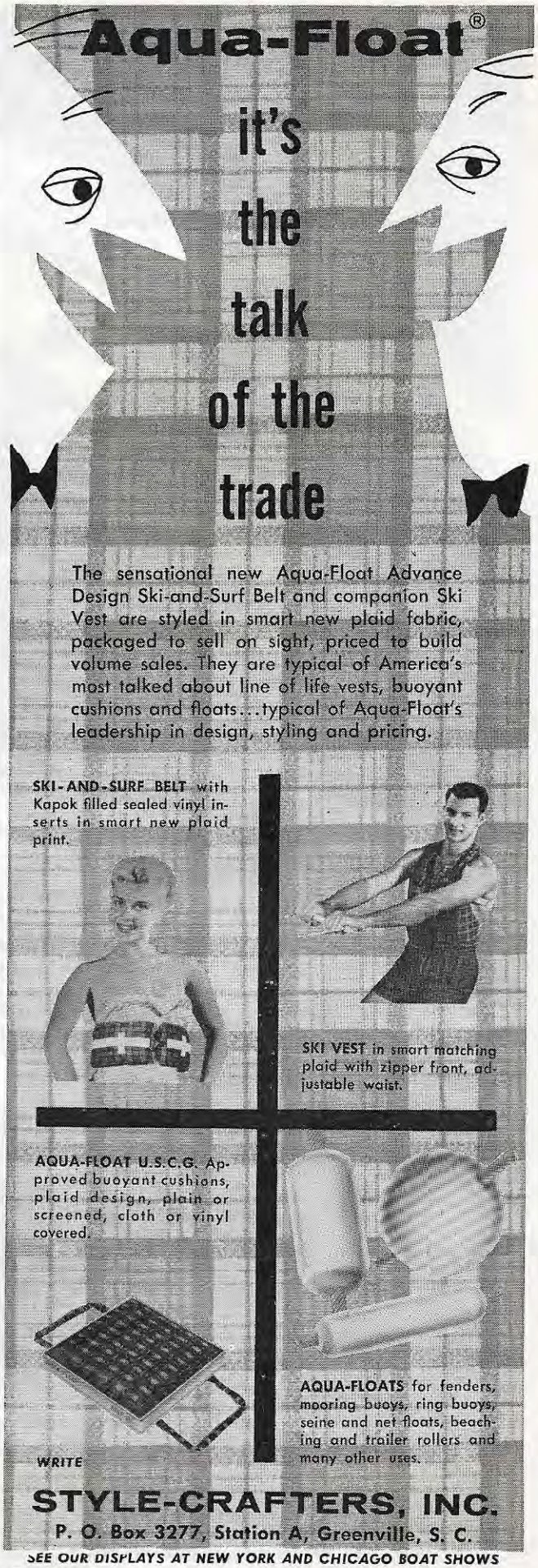
For More Information Write No. 1060 on "More Data Card"

FlyingFinn

FlyingFinn has two new lapstrake skiffs to present the boating public in the season ahead . . . a couple of 21-footers. One is an outboard, the other a inboard. According to the New York City company, the new craft were designed by Charles Wittholz.

The "Seafin 21" inboard powered with Universal 65 hp Aqua Pak V-Drive (higher power optional) includes

(Continued on page 474)



More Data No., Style Crafters 262

FLYING FINN *(Continued from page 473)*

as standard equipment a 1:29-1 reduction gear and Monel metal fuel tank. This skiff features spaciousness—7″ between the front seat to the engine box, providing approximately 50 sq. ft. of open space in the cockpit. In addition to the efficiency of space, the balance of the boat offers efficiency of operation. The "Seafin 21" inboard is designed to produce speeds of 22 mph to 25 mph with the 65 hp V-Drive.

The "Seafin 21″ outboard is especially spacious and is designed to produce good performance with a single 35 hp to 60 hp or twin 30-60 hp. This skiff has a beam of 90″ and offers approximately 55 sq. ft. of open cockpit.

This is FlyingFinn's popular "Seafin 18", a craft that features a 79″ beam and handles either single 35 hp motors or twin 25 hp to 40 hp units.

The addition of these two models, brings the total of the Flying Finn fleet of five boats. The other three models are the "Gulfin 16", "Bayfin 17" and Seafin 18".

The "Seafin 18" features an overall length of 18′ and a beam of 79″. Recommended power is single 35 hp or twin 25 hp-40 hp.

The "Bayfin 17", a sturdy performer with proven ability in rough water, has an overall length of 16′9″, a gunwale length of 18′1″ and a beam of 74″. Recommended power—30 hp to 60 hp.

The "Gulfin 16" with a beam of 72″ puts it in the category of large outboard boats. The overall length is 15′6″ and the gunwale length 16′7″. Recommended power is 25 hp to 40 hp.

Reported public acceptance of these fine boats has encouraged FlyingFinn to supplement their production with the two larger models. These skiffs, including the "Gulfin 16" which has a beam of 72″ are roomy boats with excellent maneuverability.

The planing action is specifically designed for coastal waters in order to overcome the short chop encountered in shoal waters. This insures the dry, smooth and safe ride which is the trademark of FlyingFinn.

All the models are constructed of solid planking, full keel, substantial oak ribs and an excellent treatment of spring head copper rivets. The strakes are rabbited throughout and are carried to the keel, thus utilizing the full benefits of lapstrake construction.

For More Information Write No. 1061 on "More Data Card"

Brownie Boats

The Brownie Bantam, a new 11′10″ four-passenger model, with many new features, has just been announced by Brownie Boats, Avon Lake, Ohio, manufacturers of custom-molded, glass reinforced, plastic runabouts.

Weighing less than 100 pounds, the Brownie Bantam has a gunwale length of 12′4″, a 58″ beam, and has a 52″

More Data No., Moody 263

Matthews Dealers find that top quality sells itself. If your area is a potential market for Matthews "42" Stock Cruisers, write us today and outline your facilities and possibilities.

OUR 67th YEAR

YOUR ULTIMATE CRUISER · MATTHEWS

THE MATTHEWS CO.
PORT CLINTON 12, OHIO
DEALERS COAST-TO-COAST
In Miami: **Matthews Cruisers, Inc., 1825 Biscayne Blvd.**

"Wherever you cruise . . . you'll find a Matthews"

wide transom at the water line. It will handle motors to 16 hp.

This is the Brownie Bantam, a new 11-footer that weighs less than 100 pounds, carries four passengers and handles outboard motors up to 16 hp.

Duo-form construction, Brownie's fiberglass feature, assures ample air tank flotation for maximum safety, in addition to providing strength and stability.

Built-in fixtures for easy attachment of automobile top suction cups eliminates the need for a carrier, says Brownie. This special feature, combined with its light weight, makes the Bantam a practical boat for hunters and fishermen, as well as for boating enthusiasts, since it provides easy, quick transportation from one lake to another.

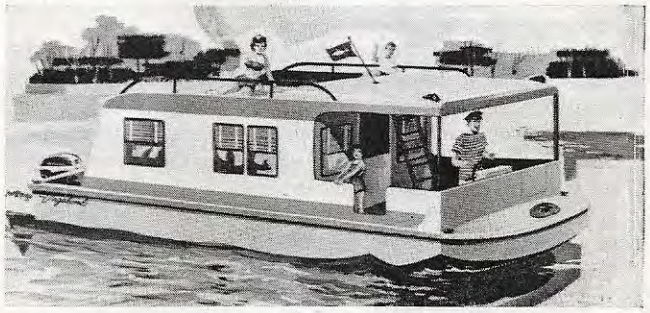
Impregnated color — a white hull with a choice of black, red, green, blue or yellow top — practically eliminates maintenance says Brownie. Standard hardware, including oar locks, bow and stern handles are polished aluminum, and there is a black rubber rub rail.

For More Information Write No. 1062 on "More Data Card"

Leisureline

Leisureline Inc. of Waukegan, Ill., a new firm in the rapidly expanding marine industry, will introduce a 26′ cruising houseboat at the forthcoming Chicago National Boat Show.

Named the Vagabond, the all-plywood boat was designed by A. M. Deering, noted Chicago naval architect. The craft is designed primarily for outboard power but can be converted to inboard at the owner's option.



Leisureline will introduce this new 26′ Vagabond — an all-plywood craft — cruising houseboat at the upcoming Chicago boat show.

H. D. Robinson Jr., president of the firm, said Leisureline has departed from the scow-type bow, traditional with houseboats, in favor of a modified "V" bow and a keel for better steering control.

"We're stressing two things — quality and style," Robinson said. "We've paid close attention to style," he added.

(Continued on page 476)

More Data No., Matthews Co. 264

Smith

Outboard BOAT EQUIPMENT

HIGHEST QUALITY FOR OVER TWENTY YEARS

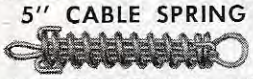
DEPENDABLE CABLE STEERING

Red · Two Spoke WHEEL

Steel & Nylon CABLE

Flexible . . 3/16" Dia.

5" CABLE SPRING



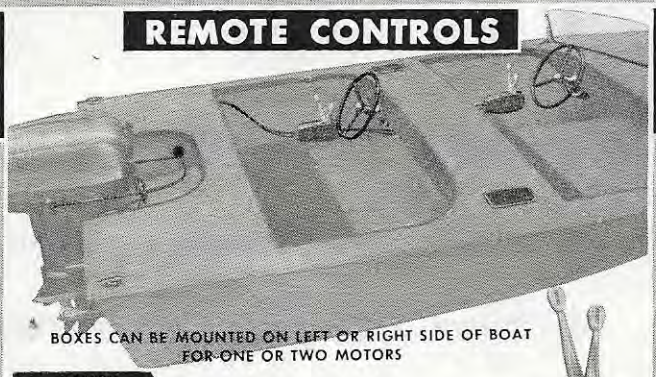
Cadmium Plated Steel · Large Eye

Cable CLAMP
Brass Finish
Jaws Grip Firmly

All Brass PULLEY

Sheave Dia. 2"

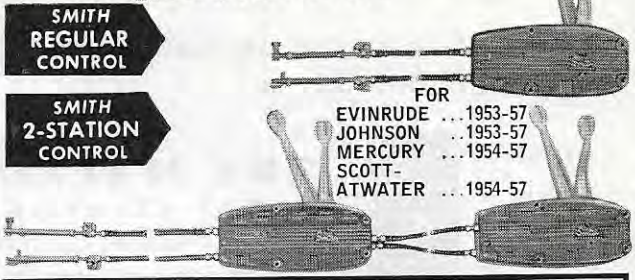
REMOTE CONTROLS



BOXES CAN BE MOUNTED ON LEFT OR RIGHT SIDE OF BOAT FOR ONE OR TWO MOTORS

SMITH REGULAR CONTROL

SMITH 2-STATION CONTROL



FOR
EVINRUDE . . . 1953-57
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MERCURY . . . 1954-57
SCOTT-ATWATER . . . 1954-57

SMITH HEAVY DUTY—LOW FRICTION CABLE

Easily attached or removed from motor without the use of tools. Cable is made of spring steel with 12 strands of wire over a smooth inner coil. A lubricated push-pull wire gives responsive action. Cable has a long life, thick rubber protective covering. Lengths 1 to 22 ft.

SOLID BRASS DECK HARDWARE
HIGH FINISH CHROME PLATED

New Design

9" EYE BOW HANDLE

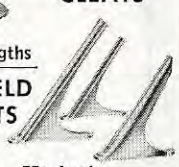
SMITH'S Popular 4"

ANCHOR CHOCK

MOORING CLEATS

3" to 7" Lengths

WINDSHIELD BRACKETS



12" Center
9" Sides
55° Angle

TRANSOM HANDLE

Wide Grip . . . Length 5½"

WRITE FOR FREE CATALOG

SMITH INTERSTATE CO.
928 S.E. 7th Ave.
Portland 14, Oregon U.S.A.

DEALER INQUIRIES INVITED

LEISURELINE

(Continued from page 475)

Leisureline designers have come up with a heavy plywood parapet which runs the length of the cabin roof on both sides to achieve a long, low look. It doubles as a guard rail to keep children from wandering over the sides.

"We did that to get away from any 'boxy' look," Robinson explained.

The main cockpit, a 7′ x 8′ space, has been located in the front of the boat instead of the back. The helmsman is stationed at the front of the cockpit so he will have unobstructed view of what's ahead.

Boarding doors are located on the starboard side of the cockpit and at the bow so passengers can leave the craft when it's beached head on without getting their feet wet.

Provisions have been made to install additional in-the-cabin steering controls so the operator can move inside if he is cruising in bad weather.

A ladder leads from the forward cockpit to the cabin roof which has been reinforced to double as a sundeck. A 2½-ft. deck in the stern is used to service motors and fuel tanks.

The cabin is 16½′ long and 8′ wide. Head room is 6′4″. Cabin equipment includes two lounging seats which convert into four bunks, stove, icebox, toilet, tables, lockers and shelves. The boat is wired for 12 and 110 volts.

For More Information Write No. 1063 on "More Data Card"

Casey-Craft

What's Casey-Craft got to offer boaters this year?

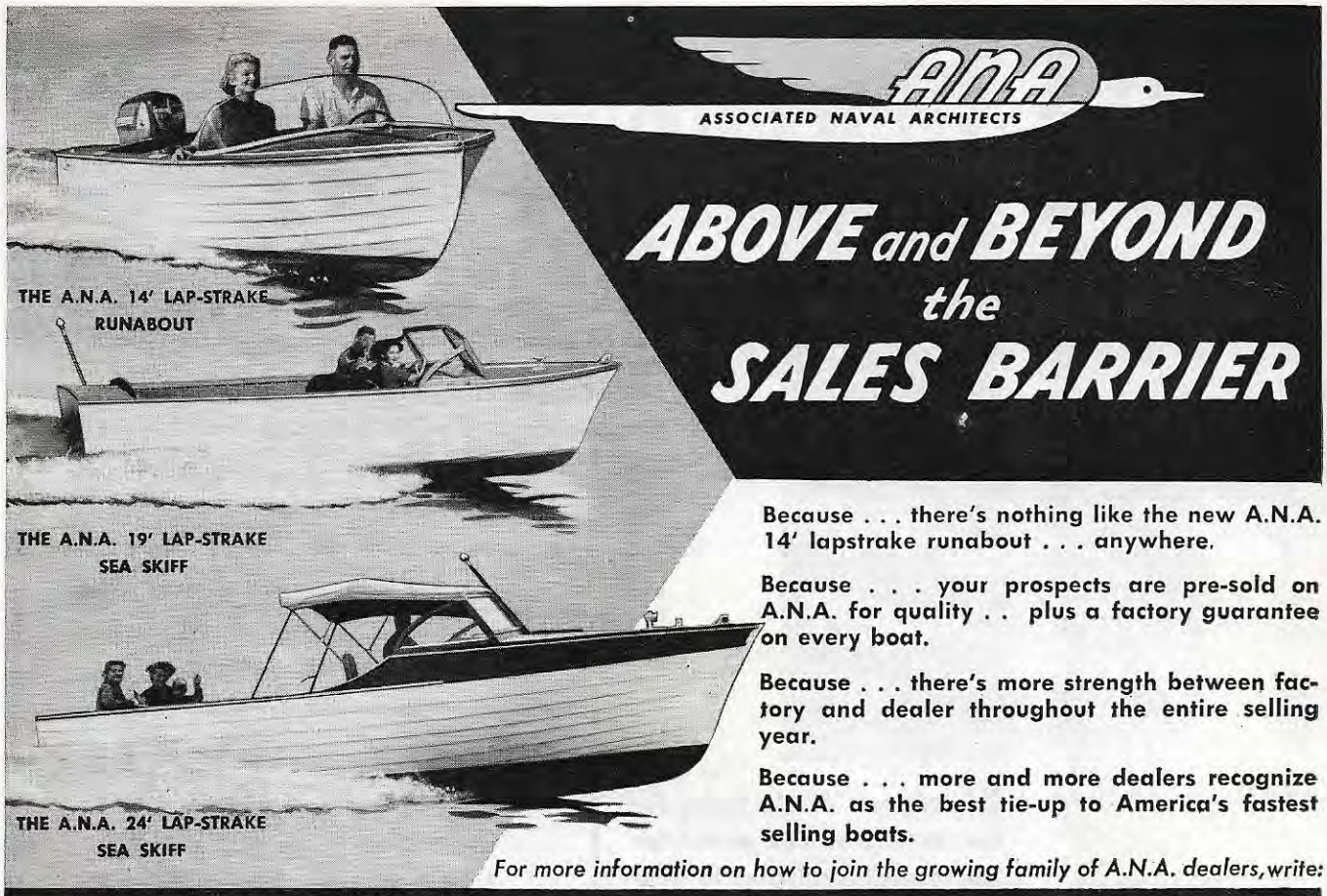
To begin with, the firm is emphasizing production of its Trailboat, a craft that will be available this year in any number of different models . . . any one the Mermentau, La. firm builds, to be precise.

This is Casey-Craft's 20′ Sea Skiff, featuring an all-steel cab and hull. This offshore fishing craft will travel 14 mph when powered with a Gray Sea Scout engine, according to the firm. This same model is available as a 24-footer.

Another big item for the coming year will be Casey-Craft's 20′ outboard. The inboard Sea-Skiff and the 24′ inboard Sea-Skiff are designed to handle bigger horsepower units and are being offered to the boating industry as offshore fishing craft, according to the firm. In addition, Casey-Craft is introducing this year a line of Super Deluxe models, more about which the trade and public will hear a little later on, according to company officials.

Casey-Craft's making its own "version" of the kit boat. Only it isn't quite a kit, according to the firm. In

More Data No., Smith Interstate 265



Because . . . there's nothing like the new A.N.A. 14' lapstrake runabout . . . anywhere.

Because . . . your prospects are pre-sold on A.N.A. for quality . . plus a factory guarantee on every boat.

Because . . . there's more strength between factory and dealer throughout the entire selling year.

Because . . . more and more dealers recognize A.N.A. as the best tie-up to America's fastest selling boats.

For more information on how to join the growing family of A.N.A. dealers, write:

ASSOCIATED NAVAL ARCHITECTS ★ WEST NORFOLK, VA.

reality, it is a factory-engineered and constructed hull without the deluxe refinements that vary with individual preference.

Another in Casey-Craft's fleet is the Utility Outboard, a boat with a bottom that measures 20′ x 6′ and reaches speeds of from 18 mph to 30 mph. This hull weighs more than 1,000 pounds — 1,350 — to be exact and planes "nicely," says the company, with a single 25 hp motor. This utility was designed primarily for pleasure use in the nation's numerous inland lakes as well as for offshore fishing, according to the firm, and for Geophysical crew boat work in shallow bays and lakes insofar as its commercial possibilities are concerned. In this latter capacity, the craft is powered with twin 30 hp motors for best results, says Casey-Craft.

Casey-Craft's production is of electric-welded steel. It takes the form, not just of work boats and pleasure boats, but also of quarter boats and crew boats, air driven boats and hydro-jet drive craft.

The 24-footer in Casey-Craft's inboard line is powered by a 145 hp V-drive engine and reaches speeds to 37 mph. The engine turns a 14″ x 15″ propeller at 3,200 rpm. The fireproof steel-construction craft has a bulkhead between the engine room and the passenger cockpit that helps eliminate gas and oil fumes as well as engine noises.

For More Information Write No. 1064 on "More Data Card"

Aristo-Craft

Distinguished by the jaunty jet grille styling and making use of the new gear steer which was once deemed too expensive for mass-produced boats, the three Aristo-Craft boats for 1957 are being spotlighted by the Atlanta Boat Works in Atlanta, Ga.

For the man who loves a sport boat yet whose family also likes to accompany him, the manufacturer presents its 15′ Avalon with the speed-sweep styling which incorporates soaring fins and clean uncluttered lines.

Sea Flash "13" has future-fashioned fins and roomy sports-car cockpit.

Among its safety features are a padded dash and new perfected gravity control, and the color-keyed interiors are allegedly finished in the same luxurious fabrics found in the new cars.

Swift and safe favorite for water-skiers is the Torpedo "14", which set a record in negotiating the rough ocean waters during the 228-mile Catalina-to-San Diego Marathon.

Custom styling at a production price plus plenty of below-deck storage space is assertedly furnished by

(Continued on page 478)

More Data No., Associated Naval Architects 266

IT'S THE *Seminole* FOR QUICK SALES
BOAT TRAILERS

. . . and Bigger Profits!

The NEW "Seminole" Break-Frame Boat Trailer is the only SELF-CENTERING Boat Trailer now available that we know of.

Due to the unique construction of the "Seminole" the bow of your customer's boat cannot "Fall off" of roller and become damaged.

These and many other exclusive features combine to make the "Seminole" truly a one-man Trailer — and we don't mean "one man at each end".

Sizes and styles to fit any Boat . . . priced to fit any Pocketbook! Remember . . Break-Frame construction gives trailer its own ramp and allows boat to be launched or loaded from embankments or sea-walls as high as 2 ft. with no additional effort.

6 Models — Capacity 550 to 2500 Lbs.

***Dealers:* Write today for the details of the profitable "Seminole" franchise in your territory.**

BREAK — FRAME
TRAILER CORPORATION
2148 N. W. 10TH AVE.
MIAMI, FLA.

ARISTO-CRAFT *(Continued from page 477)*

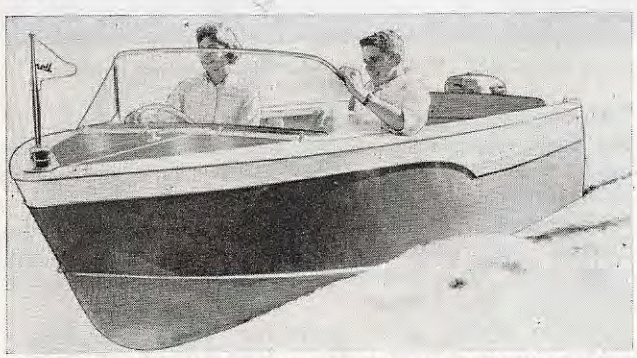
the Aristo-Craft Sea Flash "13", which also boasts future-fashioned fins and a roomy sports-car cockpit.

The factory-installed gear steer utilizes one steel rod encased in lubricant and bronze gears to: eliminate cumbersome rigging; put an end to sagging, backlash, and play, and insure certain response and easier driving.

For More Information Write No. 1065 on "More Data Card"

Cornell & Son

From the ancient shipbuilding town of Thomaston, Me., comes a modern, new runabout in the fast, roomy and popular family boat type. The builder, Frank M. Cornell & Son, describes the boat as being 16′ long with a 6′ beam, with high topsides, deck, self-draining motor well for single or twin outboards and a 6½′ clear cockpit in which three people can sleep on cots or air mattresses.



Thomaston, Me. is the home of this new outboard runabout built by Frank M. Cornell & Son. It's a 16-footer with a 6′ beam and a 6½′ cockpit.

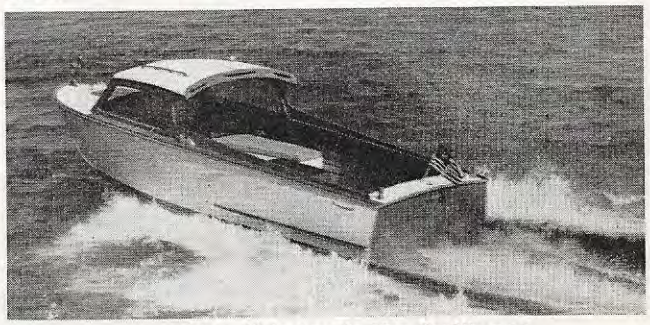
The boat is styled in two-color combinations, with chrome trim and accessories, and is said to have safety and convenience features built in. The new boat has a blunt cruiser bow, reverse shear and solid mahogany fixtures. Non-ferrous fasteners are used.

Accessory lists include transom seat, Taylor wrap-around windshield, cabriolet or navy top and deluxe piano finishes. Distribution is through the Cornell dealer organization only and all models are available at this time.

For More Information Write No. 1066 on "More Data Card"

May Craft

Four boats—two of them 23-footers—comprise the 1957 fleet marketed by May Craft of Mays Landing, N. J.



One of two 23-footers in May Craft's new line is this semi-enclosed cruiser.

The pair of 23's are a rugged and dependable Sportster—said to be ideal for fishing, water skiing, and cruising in that it allegedly combines the smartness of a runabout with the practicality of a utility—and a

More Data No., Break-Frame 267

Naden
ALUMINUM
BOATS

The 1957 Naden line is star-studded with 16 spectacular models, including the "Cartop-12"—the sparkling 12, 14, and 16 ft. "Utilities" and "Runabouts" — and the spacious, beautiful new 18 ft. "Cruisers", in both open and enclosed styles. Proud owners tell us that "you can't beat a Naden". Dealers claim that Naden boats actually sell themselves because of superior workmanship, design and performance.

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NADEN INDUSTRIES
WEBSTER CITY • IOWA

semi-enclosed cruiser, which includes two berths, a head, a permanent hard top, and various engine options resulting in speeds up to 44 mph.

Cruising accommodations for six and full cabin head room are offered by the 25′ Custom Cruiser, whose interior includes a complete galley, enclosed head, and a Formica-topped dinette; beam measurement is 8′, and freeboard forward is 38″ and aft, 28″.

Complete with a dinette, galley, and sleeping accommodations for three, the 22′ Express Cruiser also has an 8′ beam and its speed potential is 32 mph.

For More Information Write No. 1067 on "More Data Card"

Marscot

A new line of 8′ dinghies, available either as rowing tenders of sailers, is currently being introduced by Marscot Plastics Co., Inc. of New Bedford, Mass.

Marscot Plastics is currently introducing a new line of 8′ dinghies — like this one shown above.

These new craft, with 4′ width, are one-piece molded fiberglass, free of bonding. The line features a round bottom design which gives them a carrying-capacity of more than 1,000 lbs. Marscot credits these craft with ample stability and free board.

Built-in gunnel trim, oar locks, good-sized thwarts and outboard brackets are mahogany finished. For added safety, there are styrofoam flotation blocks, too. The sailing model is delivered ready to go, with spars, Dacron sails, plywood rudder and board and a mahogany built-in trunk. The rowing dinghy is also ready for the water when delivered. Marscot has a free folder available.

For More Information Write No. 1068 on "More Data Card"

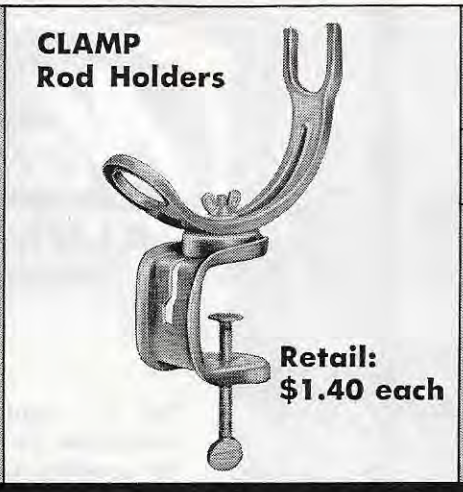
Meyers Marine

A craft that is proving to be one of the most popular boats in the industry today, is the ThunderBay model Walk-through II made by Meyers Marine, Inc. in Columbus City, Ind.

Special semi-V bottom and round chines of the Meyers Marine craft shown here are design features of Walk-Through II Model.

(Continued on page 480)

More Data No., Naden 268



EATON PRODUCTS FOR BIGGER TIE-IN SALES

Or-Ests provide oar storage while still-fishing, trolling or boating. Or-Ests have positive clamp action. Made of steel, covered with baked red enamel.

ALSO MADE BY EATON . . .

the famous Stake Fishing Rod Holder. Send for additional information and catalog sheets about these products for the sportsman.

Clamp rod holders hold cane poles, fly or casting rods. Clamp to side of seat of boat. Adjustable. Made of heavy pressed steel with baked red enamel. HEAVY DUTY ROD HOLDER for surf fishing, etc., retails for $2.95.

Protect both the boat and the dock. Universal mountings for use with wood, metal or fiber glass boats. Positive snap lock with place for padlock. Plated, hardened steel.

Write Department B

EATON STAMPING CO.
EATON RAPIDS ESC MICHIGAN

MEYERS MARINE *(Continued from page 479)*

This boat is a wide beamed model built especially for family use. Its special semi-V bottom and round chines give the craft a rugged beauty with plenty of performance, speed and all around fun.

It is equipped with a built-in motor well formed by a rear deck in addition to its center deck of walk-through design. It's built for many years of service and will give pride of ownership as well.

For More Information Write No. 1069 on "More Data Card"

Fiber Glass

Announcement has been received that W. V. "Doc" Peeling is offering a new method of manufacturing and distributing his all-Fiberglass P-14 utility boat. The P-14 was designed and built under Peeling's direct supervision, and has been selling for the past three years on the Southern California market.

Fiber Glass Boat Co.'s P-14, shown here, is now available to the trade. Heretofore the firm has been marketing it in Southern California. Three Western firms are franchised manufacturers.

This hull was designed by the Fiber Glass Boat Co. with the family in mind, according to Peeling, and since the buying public seems to want a wide and deep boat, Fiber Glass designers have incorporated these features in the P-14. It is a moulded one-piece fiberglass hull, with a 14'6" gunwale length, a 70" beam and 34" at the deepest part. It features double flooring for added strength and bouyancy and a 58" transom at the water line. Colors are impregnated.

The P-14 will handle motors with horsepower ranging from seven to 60. Racing drivers and graduate engineers have tested the P-14, says Peeling, over a measured mile course and have found it to be stable, safe and comfortable. Peeling says that the moulded-in keel and double bottom are safety features found in this 372 lb. boat. It gives a safe, smooth ride in any kind of water and has no working or pounding of any kind, says the Pasadena, Calif. corporation.

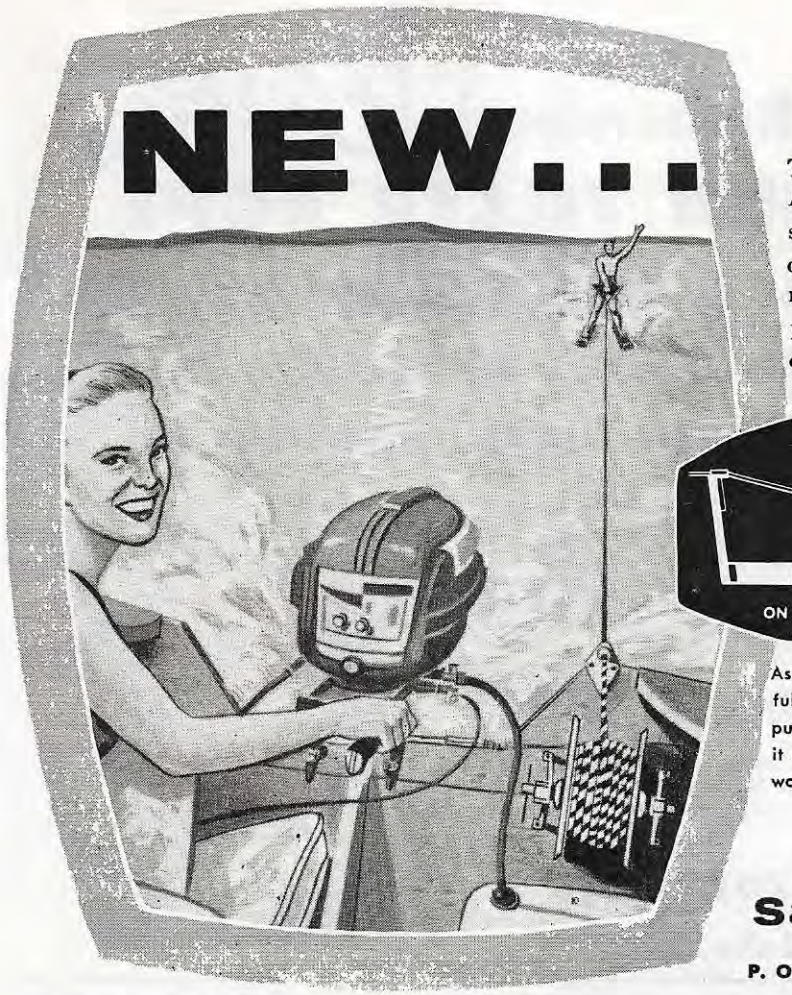
The P-14 is now being built by four West Coast manufacturing distributors on a franchised agreement with Peeling. They include, Fiberform Products of Paramount, Calif., Fiberfab, a Stockton, Calif. firm; Hiway Products, Inc. of Canby, Ore., and Sunde & d'Evers Co. of Seattle, Washington.

For More Information Write No. 1070 on "More Data Card"

Azar Boats

Are you interested in a boat that's been especially designed for women because of its positive control that makes for easy handling; a boat that will take you to and from your favorite fishing grounds in a hurry or a boat that is a skiers' dream because it does not skid while in a turn?

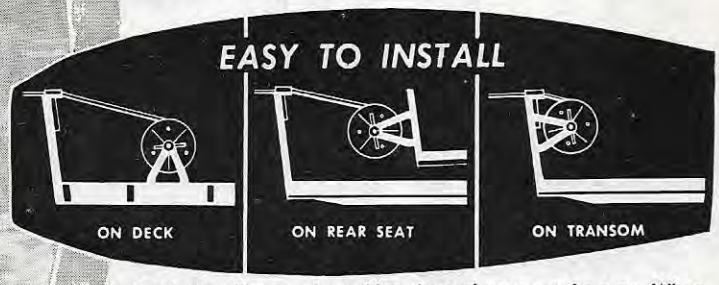
More Data No., Eaton Stamping 269



AUTOMATIC SKI ROPE REEL

Patent Pending

Takes the work out of water skiing — Automatically re-winds ski rope when released by skier — eliminates tangled rope — boat operator can remain at controls — a quality product — neat — excellent storage for tow rope — floating polyethylene rope and handle optional — complete, ready to mount.



As the boat pulls away from skier, the reel pays out the rope. When fully extended, a stop meets the transom mounted eyelet bracket, putting all pull on the boat transom. When the tow rope is released, it remains extended until boat speed is reduced, then the spring wound reel automatically retrieves the tow rope.

Write for Free Literature or Visit our display at the Chicago Show

BOOTH NO. 355-A

San Angelo Die Casting AND MANUFACTURING CO.

P. O. Box 984 San Angelo, Texas

Thrill boat built for speed and safety.

Azar Boats, Inc. in Birmingham, Ala. produce what it reveals is just such a craft. It's available in lengths of 10½′, 12′, 14′ and 16′ each one of which is declared to be a safe and daring thrill boat built to revolutionize outboard boating. Azar boats are produced to carry from one to six passengers, depending on the model chosen.

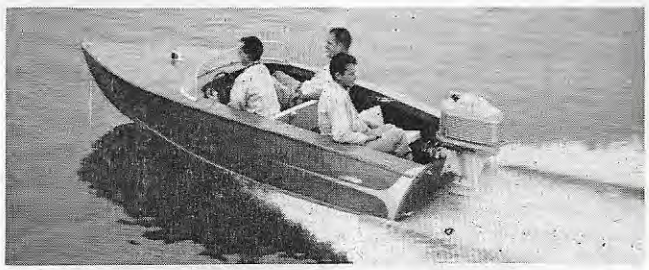
Another name "tagged" to this craft is the "shoe-shaped thrill boat" for it does appear to be shaped somewhat like a streamlined wooden shoe as it scoots over the waters near the producer's plant. A closer look at the craft, however, will reveal that it is driven by an outboard motor that is positioned much farther forward than on most other boats. This is due to its unusual design.

Many other special design features are included in these boats turned out by the Alabama firm who will be happy to furnish complete information on any one or all of its craft.

For More Information Write No. 1071 on "More Data Card"

Champion

Champion Boats' new line incorporates the engineering principles that have been proven with time combined with today's modern design which lends itself to speed, convenience and comfort that today's pleasure boaters demand. Champion says this year's fleet of Champions offers the boating public all of these features.



Champion is offering a combination of advanced design and time-tested engineering principles in its 1957 line of outboards.

The Long Beach, Calif. firm is talking most about its Champion Saber which is primarily a ski boat, although the craft's new spring steel seating arrangements are so designed as to afford five practical positions for various different occasions. For instance, the seats can be adjusted for driver convenience, says Champion, or for room for lunch aboard or for water skiing. They can be completely removed to the beach for an afternoon's sunning or they can be properly arranged for a day's fishing.

Champion hulls have strength to support the larger motors with ease and durability. The new ⅜″ bottom

(Continued on page 482)

More Data No., San Angelo 270

Remember! Berkley NEW TILLER ROPE IS 4-WAYS BETTER

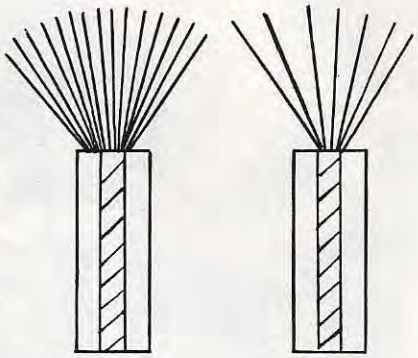
1 More Flexible 2 Twice as Many Strands
3 Longer Wearing 4 Marked by Yard

Only Berkley New Tiller Rope gives you all these advantages. Why take less than the best? By actual laboratory tests our New Tiller Rope lasts 400% longer than other tiller rope now in use. All types were used in this test, including those covered with nylon, vinyl and polyethylene.

Berkley tiller rope is more flexible, having more than TWICE AS MANY strands of wire than other tiller rope. Another great FIRST is that Berkley's Tiller Rope is MARKED EVERY THREE FEET to make measuring easy.

Berkley's R4 Vinyl covered 1,000 lb. test cable retails for 10 cents a foot. All sizes and colors available from 5/32 to 1/4 inch in vinyl and nylon.

For additional information and samples, write for complete catalog.



Berkley Tiller Cable has more than twice as many strands as other tiller cables. Other Tiller Cables.

Berkley and Company

Dept. 6-B • Spirit Lake, Iowa

CHAMPION *(Continued from page 481)*

with laminated batten and keel give the rigid strength for speed, so necessary in a good ski boat, according to Champion. The beam has been maintained from wheel to transom at approximately 68″ giving the bottom width for pulling up multiple skiers without digging in.

The exterior design of beautiful natural mahogany is covered from gunwale to gunwale, deck and transom with a sleek transparent fiberglass, with splash rails for dry performance. The cutwater and tumblehome are brought out in a white, color impregnated, resin to minimize boat maintenance to negligible proportions.

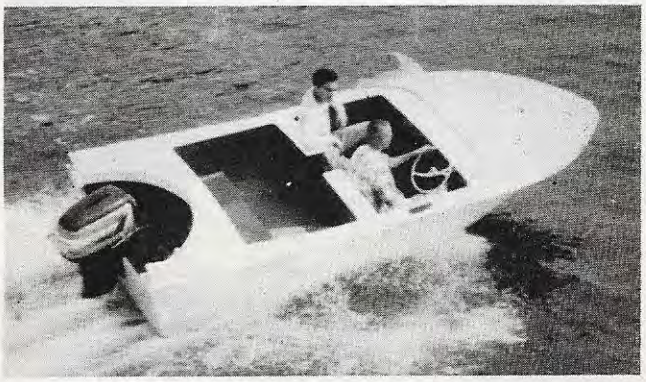
The Champion Saber has a sturdy transom construction, built in such a manner as to interlock the double battens, keel and chine, then reinforced with a bilge beam on the bottom. The transom frames on the sides incorporate all of the tumblehome from chine to clamp to coaming. The coamings are tied into the transom with a strong metal angle bracket. The engine board is built to handle the more powerful motors.

Champion Sabers are manufactured in 14′ and 16′ runabout or utility models with choices in deluxe or standard models available. Deluxe models are upholstered and have many added features, such as a glove compartment, universal throttle mount, etc. The 1957 Champions are built to satisfy the demands of a faster and better ski boat.

For More Information Write No. 1072 on "More Data Card"

Norcraft

A new Norcraft fiberglass boat makes its 1957 appearance after a disastrous fire completely destroyed the original plant on February 28, 1956. The all-new Norcraft will now be manufactured by Northern Reinforced Plastics Corp., Stillwater, Minn., who recently purchased the trade name "Norcraft" from Northwest Plastics, Inc. of St. Paul, Minn. former producer of this boat line.



Northern Reinforced Plastic is introducing its new Norcraft line. At present it includes a line of 15-footers, like this one shown above.

The new Norcraft features completely new designing with fiberglass decks and seats. The 15′ hull has built-in auxiliary keels as well as the main keel, built-in spray rails at the water line, a flared bow and a rigid bottom that the builder says is built to take the punishment of today's high horsepower motors. Extensive tests have been conducted all summer and improvements have been made on the hull at regular intervals. The result, say Norcraft designers, is a boat that's maneuverable and speedy.

The 15′ hull is available in two models—a deluxe model with walk-thru center deck and rear deck—and a utility ski model with a shorter forward deck,

More Data No., Berkley 271

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walk-thru back rests and rear side seats. The deluxe model has a distinctive trademark, says Northern. It's in the two-tone color treatment. The hull and deck surfaces are glossy white while cockpit surfaces, including seats and back rests, are bright red. This colorful styling is combined with safety features, provided by the increased beam and depth. Both models will have eye-catching, molded tail fins. Other models, ranging from fishing boats to 18′ day cruisers, will be available at a slightly later date, says Northern.

Northern Reinforced Plastics Corp. are specializing in fiberglass boat production for the present, but will enter the custom pressure molding field in the near future. Original incorporators of the new company include C. C. Dailey, Jr., Daryl R. Williams, E. Gray Henderson, and Roger H. David, Jr.

For More Information Write No. 1073 on "More Data Card"

Valco

New 1957 additions to the Valco line of all-aluminum boats made by the Valley Aluminum Co. of Fresno, Calif. is the Royal 14, a sleek-lined sportster, and the Vampire, a 16′ runabout. With the introduction of these two recent models, Valco now offers six different series of aluminum boats in sizes ranging from a 10′ autotopper to 16′ runabouts. The full line now includes 15 different models.

The new Royal 14 features a non-glare, color impregnated fiberglass deck with color coordinated interior of multi-flecked Zolatone. A walk-through center deck provides easy access to the motor and also provides extra storage space behind the two seats. Large blocks of Styrofoam, mounted under the seats, offer built-in safety which reportedly eliminates unpleasant resonance and danger of leaking air tanks.

This 1957 Vampire runabout is one of the newest additions to the Valco line of aluminum boats built by the Valley Aluminum Co. It is one of three sizes in this series which includes 13′, 14′ and 16′ craft.

The larger craft, the 16′ Vampire, is designed to accommodate up to 30 hp motors with ease and carry up to six passengers comfortably, according to the California builder. Aircraft-type, riveted construction is used on these two boats and on the entire Valco line.

The manufacturer is now gearing production for national distribution. Formerly Valco boats were sold only in the West, in addition to a growing number that have been exported to foreign countries in recent years, according to Valley Aluminum.

George Gregory, vice president and general manager of Valley Aluminum, stated that additional plant facilities are being set up to take care of the growing market for aluminum boats. A free colorful descriptive brochure on Valco boats can be secured from the manufacturer.

For More Information Write No. 1074 on "More Data Card"

More Data No., McKenzie Boat 272

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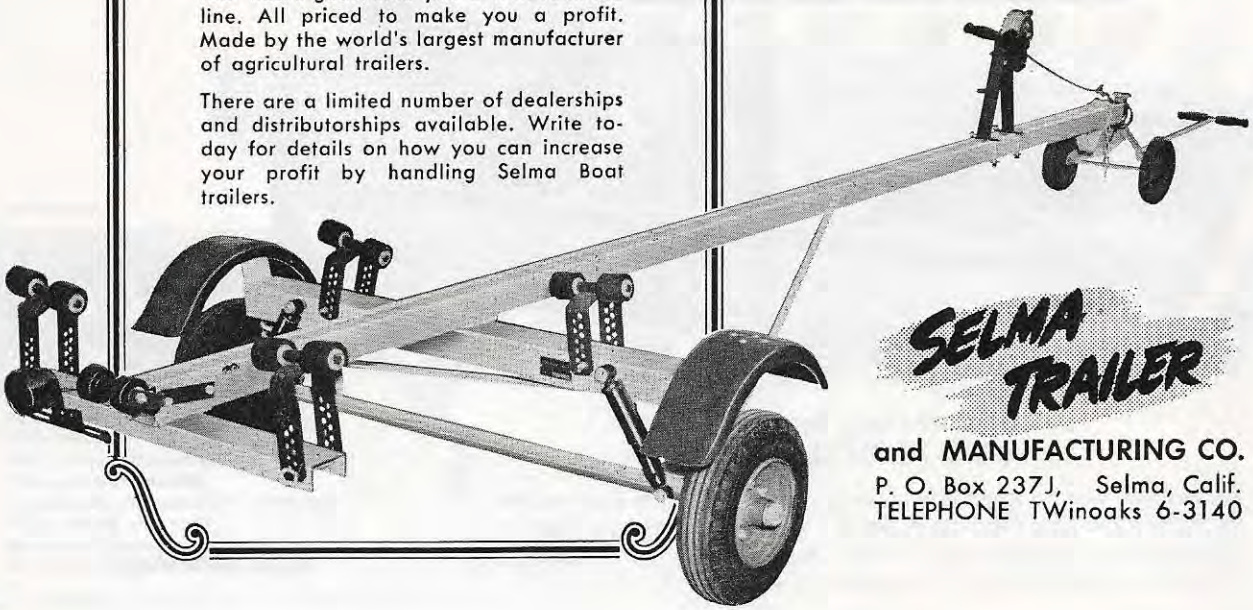
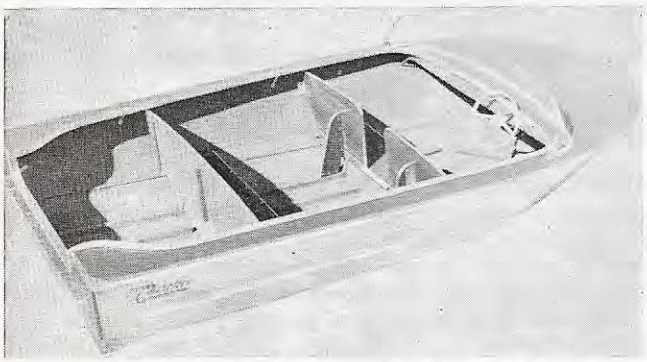


SELMA TRAILER

and MANUFACTURING CO.
P. O. Box 237J, Selma, Calif.
TELEPHONE TWinoaks 6-3140

Cherokee

Dealers and distributors reading this story can get acquainted with the McKenzie Cherokee aluminum boats, being shown for the first time in this issue of Boating Industry. The Cherokee line is being introduced by the McKenzie Boat Co. which has been manufacturing aluminum boats for more than four years now. The firm located at McKenzie, Tenn., near Kentucky Lake, and is operated by the partnership of Gordon B. Hartzfeld and Jim Ginter.



The new 1957 Catalina 1600 HD is one of the new fleet of McKenzie Cherokees. It is an aluminum boat, suitable for ski towing as well as the numerous other boating pleasures.

In the area of the T.V.A. lakes, any number of Cherokees have made their appearance also, and according to the partners, in the southwest vacation spots from the Gulf to the Atlantic.

Among the features of this new aluminum boat are full chine rails to give greater safety by eliminating roll and to assure better performance by doing away with wrap-around spray and the digging of the stern. A new welding technique is used which McKenzie officials say assures a uniform one-piece hull. This patent-pending process is called Duo-welding. All Cherokee aluminum boats have seats and transom boards of solid Philippine ribbon strip mahogany. For 1957, a full line of Cherokee aluminum boats is being offered. They feature the strength and rigidity necessary to handle today's heavy horsepower motors says the firm.

For More Information Write No. 1075 on "More Data Card"

Cape Cod

Space No. B 35 is where Cape Cod Shipbuilding Co. is showing its new fiberglass sloop. It is 23′ long overall. The sloop was designed by Nathaniel Herreshoff with some modifications by Sidney Herreshoff above the waterline.

The Cape Cod Co. builds its boats in Wareham, Mass. This includes a complete line of fiberglass dinghies, both sailing and rowing, all of which have air tanks.

The rig incorporates a mast head, jib and permanent backstay, aluminum spars and roller reefing boom. Rigging is of stainless steel and hardware of bronze, except where newer type-fibre sheaves and blocks may be used for lightness.

The rudder as used on earlier Fish Class boats has been changed from the outboard type to a more conventional rudder type, with the post passing through a port at the end of the deadwood.

The keel has 1400 lbs. of lead permanently attached. This, coupled with its design, has given this boat a reputation for seagoing ability, according to Cape Cod Shipbuilding.

More Data No., Selma Trailer 273

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Phone or write for complete information **Kehrig Mfg. Co.** Boat Division • 49924 Van Dyke Ave. • Utica, Mich. • Phone: Detroit, WO 5-6992

The company also builds the 15′ Stephens-designed Mercury boat in fiberglass. These are now sailing at the Menauhant Y. C., Fenwich Y. C., Duxbury Y. C. and others as standard one-design racing craft and are also used for teaching sailing and racing in Northeastern boating centers.

The Rhodes 18 is available in both keel and centerboard models and the company reports favorable response to this boat, now in its third production year.

Another sailing boat made by Cape Cod is the McAleer—designed Raven. Cape Cod says the Cleveland Yacht Club has had particular interest in the Raven Class this past season with several new fiberglass boats going to that area.

The Bull's Eye, a fiberglass of several years' vintage, continues as an able little boat. Fleets of these are active in New York, Maine and Massachusetts areas and at the Coral Reef Yacht Club in Miami, Fla.

The Cape Cod Co. is 58 years old and has specialized in small one-design sail boats. But they offer some outboards, among them the Bourne Jacoby, an 11½′ B.U. Class family outboard, and 19′ outboard cruiser designed by Gordon Munro. The Stormy Peterel, designed by Sidney Herreshoff for waters similar to those found in Buzzards Bay, completes the outboard line.

For More Information Write No. 1076 on "More Data Card"

Chetek

Product of three years' research is the new 16′ clinker craft which is being introduced on the 1957 market "with features not found in other clinker boats" by the Chetek Boat Corp. of Chetek, Wis.

Appropriately enough, the all-new clinker has been named the Debutante; corporation engineers have given her a 70″ beam, 28″ midship depth, and 60″ transom width. Also available this year for a slightly higher price than the Debutante is the 15′ Escapade, with its 63″ beam and walk-thru deck.

Trim lapstrake "Debutante" is 16′ long with 70″ beam providing smooth riding with plenty of room for the whole family.

Walk-thru construction also characterizes the 16-footer, which is represented as being smooth in roughest water; carrying its load well and using all the bottom surface, and performing well with 30-60 hp installations.

All screw fastened with a rubber base adhesive between the laps, the Debutante is smooth both inside and outside, Chetek stresses. Precision bevelling by machine assertedly gives each lap a perfect fit, thereby eliminating leaks.

Available with a convertible top at extra cost, the craft has a bleached mahogany deck with darker mahogany trim; deluxe chrome-plated hardware; C. P. bow and stern lights, ski pulls, and step plates; ivory or yellow vinyl taffeta upholstery with matching cushions; two magazine or accessory pockets behind the front seat back; built-in compartments for battery and gasoline tank; a large wrap-around windshield; an ivory steering wheel, and two side seats along the back plus two full-width seats crosswise of the boat.

For More Information Write No. 1077 on "More Data Card"

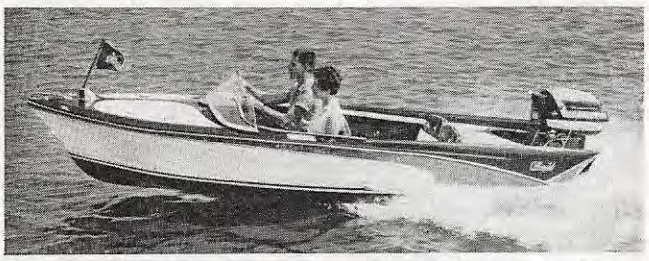
More Data No., Kehrig 274

Albright

Cognizant of the lucky connotations of the numbers 7 and 11 in another "sport", the Albright Boat & Marine Co. of Charlotte, N. C., is hoping its 1957 line of 11 outboard boats in seven basic designs will bring good fortune both to consumer and manufacturer during the year ahead.

Besides the outboard models, Albright is marketing a quartet of inboards in the 16′ to 18′3″ range; the 11 outboards are clustered in the 14′-16′ class.

The company refers to its redesigned '57 entries as "high, wide, and handsome", and cites as justification for the claim deeper and roomier interiors with more freeboard; broader beams and increased transom widths, and—particularly in reference to the 440-pound 15′ Imperial—"breath-taking beauty".



Colorful Albright craft has motor well, upholstery and sleek lines.

Price-leader in the outboard group is the Imperial, regarded by its maker as without peer in the marine field. Equipped with a wraparound windshield; pennants; hardware; steering wheel, and upholstered two-tone seats, she features live tail fins which light up when controls are in reverse or which may be turned on manually from the dash-switch when the boat is being trailed at night.

Vital statistics on the Imperial include a 62″ deck; 69″ beam; depth of 31″ amidships and 21″ aft; bottom and top transom widths of 54″ and 53″, respectively, and freeboard of 30″ forward and 19½″ aft.

Joining the Imperial in Albright's stock are the 16½′ Off-Shore Fisherman; 15′ and 16′ Falcon; 15′ and 16′ Riviera; 14′ and 15′ Sportsman; the 14′ Bermuda and Bermuda Custom, and the 14′ Utility.

Weighing in at 450 pounds, the Off-Shore Fisherman is a big 78″ at the beam; is 60″ at the extreme width of the transom; has a 56″ deck, and includes midship and aft depth measurements of 36″ and 24″ in that order.

Again available in tasteful color combinations, the Falcons are regarded as sure bets to repeat their reported '56 successes; sharing the same dimensions in such classifications as depth, beam, transom width, and freeboard, they vary a bit in deck length (62″ for the smaller model, 68″ for the 16-footer).

The three-toned Rivieras conform exactly to the specifications of the 15′ and 16′ Falcons, except in weight; they are 70 pounds lighter than their 380- and 420-pound counterparts.

Along with the Utility, the Sportsman duo is offered in shades of blue, green, or white and red at a competitive price; their sides and transoms are of fir, whereas the clipper bow is included in all other eight models.

In two-tone green or blue, the Bermuda pair is virtually alike; the Custom's deck, however, is 51″ as against 44″, and it outweighs its 220-pound partner by 50 pounds.

More Data No., Marmac 275

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- **Highest Quality Craftsmanship**
- **Mahogany Construction**
- **Dependable Warranties**

Albright has employed all-African mahogany plywood, Philippine mahogany lumber, and salt water fastenings in the construction of its new line.

While the Falcons, Rivieras, Bermudas, and the Off-Shore share such standard equipment as bow eyes and handles; two name plates apiece, and drain plugs, the latter also includes a seawell; transom for single or twin motor installations; steering, and a windshield.

The four inboards in the Albright fleet are: the 15′ Catalina Skier, weighing 1,450 pounds and boasting a 62″ deck and 69″ beam; the 16′6″ Falcon, a 1,650-pounder with extreme transom width of 56″ and aft measurements of 22″ freeboard and 24″ depth; the 16′6″ Imperial, whose 70½″ deck, 70″ beam, and 32″ midship depth correspond to those of the equally-long Falcon but whose extreme transom width is 56½″, aft measurements are 20″ freeboard and 22½″ depth, and weight is 1,700 pounds, and the 17′3″ Falcon, just 100 pounds below a ton with 74″ deck and beam, extreme transom width of 64″, and midship and aft depths of 37½″ and 28½″.

For More Information Write No. 1078 on "More Data Card"

Bryant's

Queen of Bryant's Marina, Inc.'s new 12-boat fleet for '57 is the sleek 21′ Commander. It features gleaming varnished mahogany hull and decks and moulded fiberglass cabin top with color moulded-in to match the yellow bottom. The Commander is style-trimmed with aluminum on gunwhale, bumper guards and transom. The cabin and flying-bridge windshields and sliding cabin windows are set in eye-catching, sturdy aluminum frames.

This is the Queen of Bryant's fleet. It's the biggest — a 21-footer — and the most deluxe. It's available now.

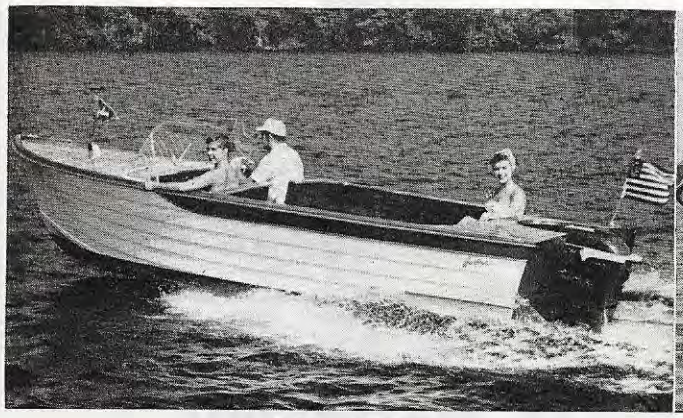
Included as standard equipment on this streamlined family cruiser are chrome cleats, chocks and running lights wired to switches on dash and installed positive action Gemmer Guide geared steering. There's a separate head compartment with door and installed marine toilet and an installed sink and drain in galley cabinet with ample storage shelves. A dinette table, sleeping accommodations for two, a removable motor cover with hinged forward section permitting quick access to motors and a water-tight motor scupper are other Commander features.

The 17′ Bryant Challenger Express is another in this line of '57 boats. It's soft-velvet black and silver gray. The wide use of aluminum trim adds to the appearance of this member of the fleet. Challenger includes such luxury features as aluminum-framed sliding cabin windows and glass flying-bridge windshield, molded fiberglass cabin top, 5-ply Philippine mahogany sides

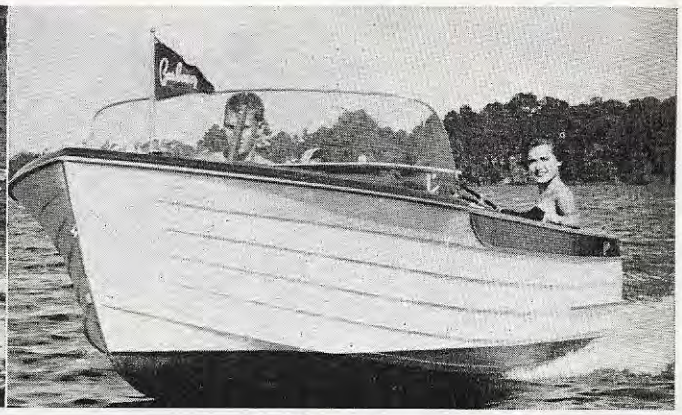
(Continued on page 488)

More Data No., Fenne 276

Exciting New Designs For 1957 By BARBOUR



19' Silver Clipper



16' Silver Clipper

See them at Booth Numbers 860 and 861 on the First Floor at the New York Show

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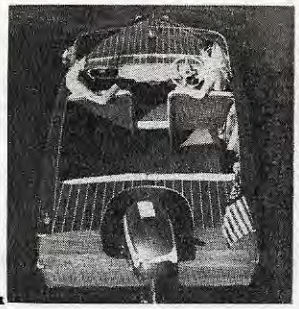

BRYANT'S

(Continued from page 487)

and double ¼″ bottoms with oak framing. Everdure fastenings are used throughout.

The new Challenger models coupled with the familiar Bryant line of varnished mahogany boats complete the Bryant fleet. Brochures, prices, etc. are available on request.

For More Information Write No. 1079 on "More Data Card"

Hydro Keel Kraft

"Something new in boats is about to be introduced," says Bill Hamilton, head of the newly formed Hydro Keel Kraft Co. in Dallas, Tex. Hamilton is the designer and originator of Cruiser Craft Boats, the flat bottomed square bow family type cruiser which gained popularity for its comfort and safety.

So new is Hydro Keel that pictures and design features are yet to be released—pending final clearance of patents which have been applied for, says the designer.

These new craft will be available in three models, namely the Rock-A-Teer, Cruise-A-Teer and the Util-A-Teer. Each model is 18′ in overall length and has a 72″ beam. The Rock-A-Teer will be what the producer believes to be the first aluminum kit ever offered that can be assembled by the home enthusiast with "just a drill and a screw driver."

The hull will be of aluminum fitted with a new type fastener that can be assembled very easily by following simple instructions. This unsinkable hull will have a molded fiberglass deck and lines comparable to the new 1957 automobiles, reveals the manufacturer. Available, too, will be a variety of colors much like the new cars. Room, speed, safety and the ability to turn "on a dime" and not tip will be features of this model which will also be available as a factory assembled unit if desired.

The designers say that Styrofoam is used as a structural factor as well as for flotation. This, in turn, will eliminate about 10% of the ordinary weight and about 25% of the usual labor costs, says the new firm. This is one of the features that makes it possible to furnish this craft in an aluminum kit form, it is said.

Hydro Keel Kraft are so named because of the principle on which the craft has been designed. This involves some of the principles of the hydrofoil, catamaran and water ski, the maker reports. At full speed the hull rides three to five inches above the water assuring a smoother ride and faster with less power, says its designer.

The Rock-A-Teer is reported to be an eye-pleasing runabout for the most demanding skier or sportsman and is the "playboy" of the line. The Cruis-A-Teer is a "deluxe family day cruiserette for overnight outings, and family-safe comfort." The Util-A-Teer is described as the workhorse of the line and is a natural for the family sportsman to use for fishing, hunting, skiing or "just plain fun."

Current plans call for the unveiling of this new line at the forthcoming Chicago National Boat Show in February with distribution to be handled through distributors and dealers.

For More Information Write No. 1080 on "More Data Card"

Sunbeam

On one of the national television shows in November, 1954, a very interesting story was told about the development over many years of landing craft for the

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amphibious operations of the U. S. Navy and Marine Corps.

Today on America's many inland waterways there is found an ever-growing number of pleasure and fishing craft that are the outgrowth, the "leisure-time" version, of those "heroes" of amphibious warfare . . . except that the coxswain now is the weekend fisherman or boating enthusiast, the family-man and the cargo is his fishing buddies or the wife and kids.

Sunbeam "Cruiser Craft" by Philip A. Dill boasts unique sea-sled design.

The new aluminum Sunbeam "Cruiser Craft", manufactured by Philip A. Dill, Inc. of Dallas, with its unique sea-sled design offers America's growing crop of boating and fishing enthusiasts all those advantages of the wartime landing craft . . . safety, stability, maneuverability . . . plus comfort and pleasure afloat, economy of operation and, what is probably one of the most important factors to the average man, ease of ownership. The new 1957 line of Sunbeam cabin cruisers is available in a total of five sizes and models. The stability factor of the "Cruiser Craft" with its sea-sled design, is great enough to keep even the greenest landlubber on an even keel, say its designers.

An outboard motor of modest horsepower pushes this craft along at a nice clip because of the sea-sled bottom . . . it literally slides over the surface, rather than cutting the water. And with quality materials and workmanship giving it a real ruggedness with an eye to the use of more horsepower, a larger motor can be used without fear to really ski over the water, the manufacturer claims.

While the "Cruiser Craft" cabin cruisers might be considered by some to be the most dramatic of the 1957 Sunbeam boat line, the manufacturer's "Sunline" group of semi-V aluminum runabouts and fishing boats are just as striking in style, eye-appeal, construction and performance. Leading this Sunline Group are the "Skimaster" and "Bermuda", both 16-footers with a 72″ beam. The former is a snappy 2-seater with a capacity of 5 persons in a cockpit 96″ long. The semi-enclosed motor well that is adaptable for either single or double bracket handles a 60-horse outboard with ease.

The "Bermuda" is a single seater whose capacity may be upped to seven or more by placing additional seats in its large 132″ cockpit. The cockpit space is "made for" carrying water skis, shallow water diving gear and miscellaneous equipment.

Both the "Skimaster" and the "Bermuda" come equipped with panoramic windshield and steering wheel with rigging. Both models are finished with a Sandstone and Red exterior and a Coroflek Blue interior.

The "hot" number in the "Sunline" Group is the "Jet", a 14-foot dandy with a 66″ beam. A 40-horse motor on this craft puts it through the water like its namesake. The "Jet", like its big 16-foot brothers,

(Continued on page 490)

More Data No., Wico 278

Murray TRAILERS

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26 models

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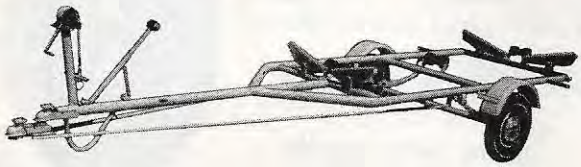

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For the dealer who prefers a single Tongue Construction. Heavy 2" Tubing. Available in 4 models. 14', 15', 16', & Heavy 16'.

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- Full Accessory Line
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- Protected Territories

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SUNBEAM

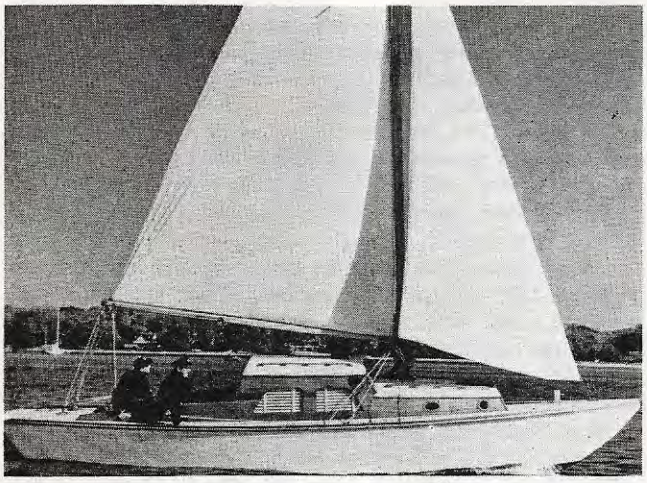
(Continued from page 489)

comes equipped with a panoramic windshield and steering wheel with rigging and has the same color styling.

A hard working 14-foot "Fisherman" and a 14-foot river "john" round out the "Sunline" Group.

For More Information Write No. 1081 on "More Data Card"

Van Breems



Here's the Dutch Maid, a Dutch-made, imported sailing craft that measures 30' long and carries 300 sq. ft. of sail.

Van Breems International Corp. of Stamford, Conn. is yard representative for several Dutch yacht builders of auxiliaries and small sailboats.

It imports the Dutch Maid . . . a 30' auxiliary with 300 sq. ft. of sail and a Universal Atomic Four engine. It sleeps four and has full cabin headroom. An enclosed head, stainless steel galley and icebox are other Dutch Maid features.

International 400 Mark II—a 31' auxiliary designed by Naval Architect, Bob Henry, is another Van Breems offering. It is an enlarged, improved version of the Oxford 400, designed by the same naval architect. Its sail area is over 500 sq. ft. at 100% fore triangle. It will be powered by a Palmer Marine 22 hp engine.

The Flying Junior is a daysailer recommended for youth training programs and was designed by U. van Essen along the same lines as the Flying Dutchman. Built of Rehalite, a Dutch process of reinforced fiber glass, it is about 14' long with plenty of beam, according to the builder.

For More Information Write No. 1082 on "More Data Card"

Bell Boy

Bell Boy introduced its gleaming new 1957 boats in Seattle recently during the week-long Seattle Boat Show. Bellingham Shipyards, Bellingham, Wash. home of the craft, reports that the line attracted plenty of attention during its Seattle display.

This year's Bell Boy emphasizes its sparkling chrome trim and fittings throughout, brilliant new two-tone color combinations, new design refinements and a new "super hydro runabout", the Bikini.

The Bikini was designed for the Bell Boy division by Ted Jones, designer of the trophy-winning unlimited-class hydroplanes. The new boat is a three-pointer, created to bring sportsmen runabout boating thrills at new speeds, according to Bellingham.

More Data No., Murray Marine 279

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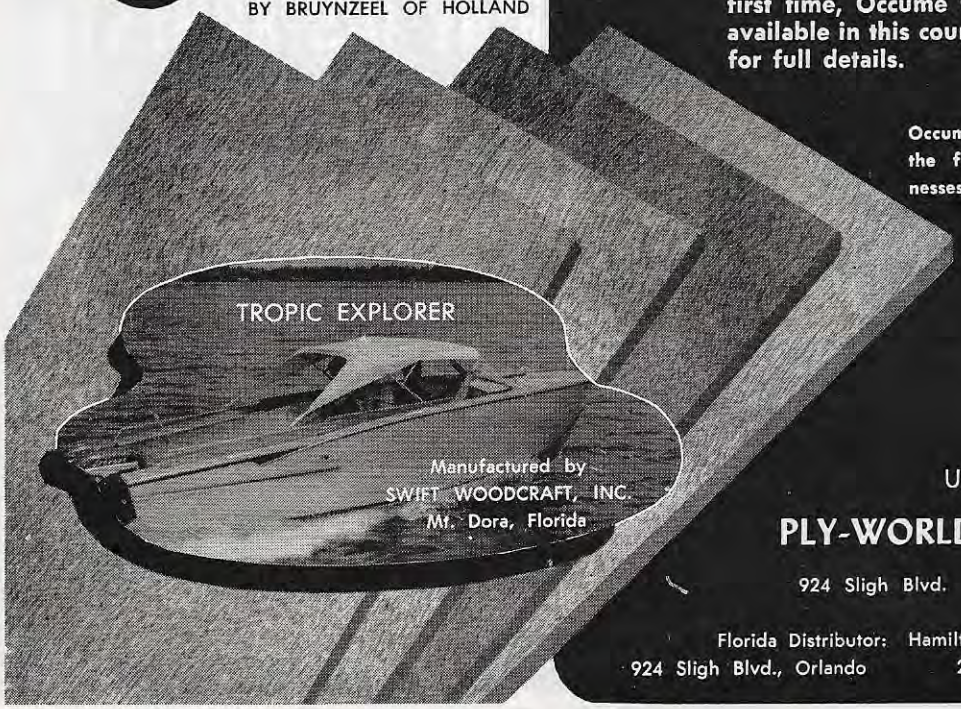

Occume is available in standard sizes in the following thicknesses. Other thicknesses and dimensions on special order:

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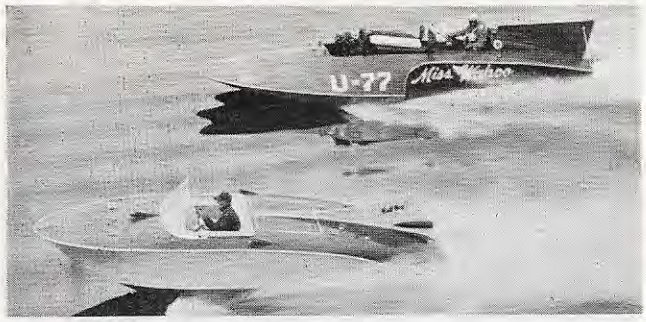


Here's the Bell Boy Bikini, 1957 runabout built by the Bellingham Shipyards Co.'s division. It's 20'4" long and has a 8' beam with a 6' seat in the cockpit. The Bikini was designed for speed with safety and smart styling.

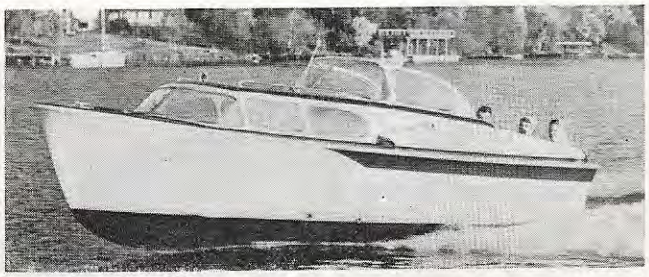
The colorful Bikini is all-Bellglas construction with smooth lines and a tailfin that gives it a similarity to the bigger racing hydros. This newest of the Bell Boys measures 20'4" in overall length with an 8' beam and is powered by single or twin Dearborn Interceptor engines. The cockpit has a 6' seat to carry driver and two passengers, says Bell Boy.

The Bikini joins a fiberglass boat line reportedly that is built for speed, performance and increased freedom from ordinary boat maintenance problems. All Bell Boys are of Bellglas with one-piece molded hulls that cannot leak. Because Bellglas is said to be almost indestructible, Bell Boy hulls, cabins and decks don't rust, rot or dry out and are unaffected by weathering or marine life. In addition, Bellglas colors are permanently molded-in.

This year Bell Boys again have the wrap-around windshield. Other Bell Boy design features retained this season include built-in spray knockers and a graceful, battleship-flare bow, designed for greater handling ease and a dry, safe ride.

The largest of the new Bell Boys is the 21' Express, luxury cruiser of the line which will take either inboard or outboard power. This Bellglas craft attains speeds up to 43 mph. It has upholstered seating throughout, twin foam-rubber bunks, galley, freshwater tank, ice compartment, enclosed head and numerous stowage compartments.

The new Bell Boy 18' Express offers similarly comfortable boating equipment. It has two bunks forward, flying bridge, head and generous stowage. A special feature is its enclosed transom, designed to reduce outboard power noise.



This new Bell Boy 21' Express will attain cruising speeds up to 43 mph, says the firm. It has a 7'10" beam and is inboard powered with a Dearborn Interceptor. The Express can also be outboard powered. It's the largest of the Bell Boy fleet.

The "sportcar" of the '57 Bell Boy line is the new 18' Hardtop. This model, with optional head, has a removable Bellglas top for the thrills of both open and closed boating.

Other models in the 1957 Bell Boy line are the 18' Convertible, the 16' overall Express, Hardtop and Run-

(Continued on page 492)

More Data No., Ply-World 280

BELL BOY

(Continued from page 491)

about models; the 16′, 13′9″ and 11′ Fisherman; and the 8′ Yachtboy. Newest of them all, of course, is the Bikini.

Bell Boy boats are products of the more than thirty years marine engineering and design experience of the Bell Boy division of the Bellingham Shipyards Co. This 18 acre yard has been awarded six Navy "E's" for excellence in the production of war vessels. At the present time the company is producing new-design Navy minesweepers as well as the gleaming Bell Boy pleasure craft.

For More Information Write No. 1083 on "More Data Card"

Hughes Playmate

The production slate for 1957 at the Southern Manufacturing Co., Daytona Beach, Fla., shows a total of 10 boats: six Hughes Playmate outboard cruisers and four outboard models in the Sunliner series.

The Playmates consist of a Botacader; 16 and 19 Cruz-a-Bouts; 19 and 21 Surf Riders, and a 21 Bimini.

Both 21's share 21′ 11″ gunwale lengths; 7′ 11″ beams; 6′ 4″ bottom widths at the transom; 3′ 10″ freeboard forward; 2′ 6″ freeboard at the transom, and 4′ 8″ headroom.

Beneath the Bimini's 6′ 6″ foredeck are two full-length bunks, and a pair of portside back-to-back seats make a trolling seat with built-in icebox between the backs and storage space for gas tanks beneath the seats themselves. Control panels can be mounted so as to allow for dual controls, and a fighting chair can be comfortably installed in the unusually large cockpit.

The larger Surf Rider boasts a 9′ foredeck with a hatch in addition to a galley accessible from either the cabin or the cockpit; the cockpit's 114″-long flat floor provides adequate space for two adults to sleep when the boat is buttoned up with a canvas top.

Surf Rider is 21′ craft in comprehensive Hughes Playmate line by Southern Manufacturing Co. in Florida.

The smaller Surf Rider also has the 9′ foredeck with hatch and the other conveniences which distinguish the 21, and its specifications are a 19′ 11″ gunwale length; 7′ 11″ beam; 5′ 4″ bottom width at the transom; 3′ 8″ freeboard forward and 2′ 4″ aft; 4′ 6″ headroom in the cabin; 9″ draft, and weight of about 900 pounds.

Virtually the same specifications apply to the Cruz-a-Bouts, but the 16 is 17′ 6″ long at the gunwale and the 19 is 19′ 8″, and their respective weights are 650 and 700 pounds. Two fixed seats convert into as many full-length bunks; their large flat-floored cockpits can be put to several uses.

The Botacader resembles its five sister models in many interior and exterior details and her vital statistics read as follows: gunwale length, 16′ 2″; beam, 6′ 6″; transom bottom width, 5′ 4″; freeboard, 2′ 2″; draft, 6″, and weight, 550 pounds.

More Data No., Stewart-Warner 281

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All save the Bimini feature a compound Vee Arc bottom of 7/16″ Harborite; sides of 3/8″ Harborite, and mahogany decks and trim.

Hughes Playmate accessories include canvas tops; side curtains and cockpit covers; motor covers; marine heads; opening windshields; hatch quadrants; spring action or transom drains; lifting rings; deck hardware, and running lights.

The same accessories are also available for the four Sunliner boats, and a dry box is added to the list. Actually, there are three basic models — the Marlin, the Dalphin, and the Bonito — but the latter is also marketed with a pair of seats in the cockpit and a convertible feature added so it is turned into an overnighter.

Such features as construction of the bottom, sides, deck, and trim; foredeck hatch, and flatness of the cockpit floor are the same in the quartet.

The Bonito — 16′ 2″ long at the gunwale with a 6′ 6″ beam, 6″ draft, and weighing 525 pounds — has just two fixed seats, while both the Dalphin — 17′ 6″, 7′ 1″, 8″, and 650 pounds — and the Marlin — 19′ 8″, 7′ 1″, 8″, and 700 pounds — have four fixed seats in the cockpit. The cockpit floors of the two also convert into two full-length bunks and provide space for several folding chairs and under-the-seat gas tank storage.

For More Information Write No. 1084 on "More Data Card"

Turnercraft

Four all-mahogany outboard craft — a 17′ raised flush-deck cruiser and a trio of 16-footers — are being billed for 1957 by the Turnercraft, Inc., division of Florida Builders, Inc., St. Petersburg, Fla.

The cruiser's overall length is 16′ 2″, and that's enough to provide ample bunk space for two adults; a forward hatch with a tinted skylight which is hinged and equipped with lock-type quardrants; a louver screen cabin door and hardware; a windshield; complete steering, and a pair of folding pilot seats.

This new Turnercraft Flush-Deck Cruiser is demonstrating its "level-trim" ride, claimed for the 17-footer by Florida Builders, Inc., both at normal cruising and trolling speeds.

The mahogany in the boat's nine ribs, eight frames, and keel is Philippine, while bottom and topsides are of five-ply 5/16″ African mahogany. Measuring 81″ at the beam and 46″ in depth, she'll take one or two motors, either standard or long shaft.

In the 16′ series are the Sportsman duo in Custom and Standard versions — whose overall lengths are 15′ 8″ — and the 15′ 9″ Custom Tarpon fashioned for use by the big game fisherman or sportsman.

Like the cruiser, all three feature solid Philippine mahogany in their laterals, frames, and keels, and five-ply 5/16″ African mahogany in bottoms and topsides. All three are constructed for one or two motors; the Sportsman pair can be furnished with a transom for standard or long shaft motors without extra cost, but the Tarpon's transom is for long shaft motors only.

(Continued on page 494)

More Data No., Red Hand 282

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G 595	2	G 595	1
L 23	6	L 23	1
G 03 F	6	G 03 F	1
G 03	6	G 03	1
G 7	4	G 7	1
G 52 (#0)	6	G 52 (0)	1
G 52 (#1)	6	G 52 (1)	1
G 52 (#2)	4	G 52 (2)	1
G 52 B (#0)	2	G 62 X (1)	1
G 52 B (#1)	2		
G 52 B (#2)	2		
G 62 X (Deck Plates)	6		
Fiddle Blocks	2		
G 24 (#1)	2		
G 24 B (#2)	2		

MERRIMAN BROS., INC.
185 Amory Street Boston 30, Massachusetts

TURNERCRAFT *(Continued from page 493)*

The custom and standard Sportsman are 76″ at the beam and 38″ in depth, while the corresponding measurements for the Tarpon are 78″ and 41″.

All three are equipped with forward seats and can have such accessories added at the factory as windshields; top with side curtains; boot top, complete steering; an extra rear seat, or side seats.

All four are brass screwed and marine glued and feature varnished finishes; such hardware as bow eyes, handles, and cleats, and drain plugs, and metal trim down the bow and along the keel and around the sides. Two-toning is everywhere evident, and the cruiser can be dolled up with a copper bottom without any price increase.

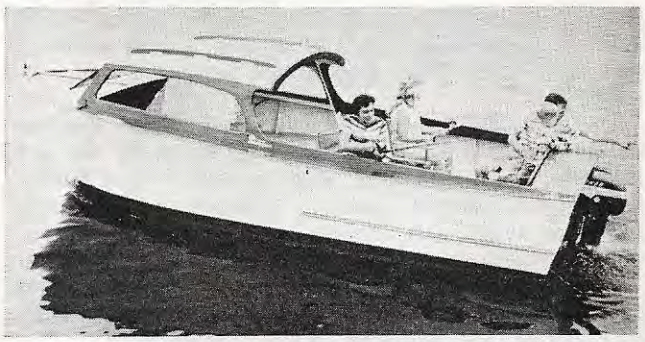
For More Information Write No. 1085 on "More Data Card"

Topper

Topper's new hardtop sportsman is a 20′ boat with what its spokesmen term ruggedness, roominess and easy handling. The boat is 20′ long, has an 8′ beam and weighs approximately 1200 lbs. This makes it easy to trailer the boat anywhere. The V-type hull is built in Baltimore, Md.

The boat is built of 5-ply marine plywood and selected white oak framing, with mahogany foredeck, side decks, cabin sides, hand rails, toe rails and trim. Fastenings are silicon bronze screws and bolts.

The Topper hardtop sportsman has a 44″ freeboard forward and 28″ aft. An open bulkhead cabin with full-opening windshield, sliding side windows, full-length bunks and all-weather steering makes it possible to enjoy overnight cruising comfort. The Topper attains speeds of 25 mph with a 30 hp motor. It is a craft that lends itself to water skiing, fishing and all water sports. The transom is designed to accommodate either single or twin outboards.



Topper Sportsman is constructed of finest 5-ply marine plywood and sturdy white oak framing.

The 1957 Topper outboard deluxe sports cruiser is another Topper craft that offers a combination of styling and roominess, plus 20′ of cruising comfort, according to the firm. It is small enough to slip on a trailer. It is constructed of the same materials as the 20′ hardtop sportsman and has the same beam and freeboard. The cabin on this boat is furnished with full-length bunks, foam rubber mattresses, toilet, full-opening windshield, sliding side windows and storage space

This Topper uses a 30 hp outboard and is capable of 20 mph. It will accommodate either single or twin outboards.

The third Topper 20′ craft is the 1957 outboard sedan cruiser which weighs about 1400 lbs. and is built like the other two out of selected white oak and marine plywood. The freeboard and beam measurements are

More Data No., Merriman Bros. 283

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the same as the first two boats. It will reach 20 mph using a 30 hp motor, but will accommodate either single or twin motors.

It has a fully-enclosed cabin with ample headroom and full-length bunks with foam rubber mattresses, a complete galley and water tank, a marine toilet, full-opening windshield and side windows that slide open. The cockpit is roomy enough for fishing or sunning. The sedan is equipped for day-long, week-end or week-long cruising. It is sold with flying bridge windshield, full-width cockpit seat and complete steering arrangement. Cabin and navigational lights, wiring and switches are installed.

The fourth and last Topper boat is the new 20′ outboard utility that weighs approximately 800 lbs. It has the same hull measurements as the other three.

This Utility is for fishing, water skiing and all other water sports. It is designed for either single or twin outboards. With a 30 hp motor, it will reach 25 mph. It is equipped with a helmsman's seat, full-width cockpit seat, navigational lights, wiring and switches.

For More Information Write No. 1086 on "More Data Card"

Pere Marquette

Two new runabouts are featured in the Pere Marquette Fiberglas Boat Co.'s 1957 line. Noting the progressive trend to heavier, high horsepower units, the Scottsville, Mich. firm designed the transom section to facilitate quick planing and to accommodate the large motors now stock items with all major companies. Utilizing this basic design the operator of one of these new craft may select any motor up to 70 horsepower and yet be assured level, comfortable operation, says the producer. The transom cutout has sufficient width to accommodate two motors up to 35 horsepower if preferred.

The all-fiberglas reinforced hull of Pere Marquette boats is highlighted by many fine interior selections.

The basic hull is of all fiberglas reinforced construction with interiors featuring Naugahyde upholstered seats in contrasting colors of charcoal and white. Both models have built-in flotation utilizing Styrofoam in sealed-in compartments which are concealed in the bow section and the stern "wave-over." The built-in wave-over facilitates the correct mounting of standard shaft motors, it is claimed, yet allows the operator to back his boat in heavy chop without danger and inconvenience of shipping any water over the stern.

Standard equipment for both models includes complete chrome-plated hardware, rear pulley mounting and complete base plate assemblies for mounting guides and pulleys for front steering. Also included are chrome step plates and side name plates.

The "Hurricane" model has been designed to give wide cockpit room and quick availabilities to cargo. It features a full width completely upholstered "walk-

(Continued on page 496)

More Data No., Lawrence Boat 284

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- No unhitching from car
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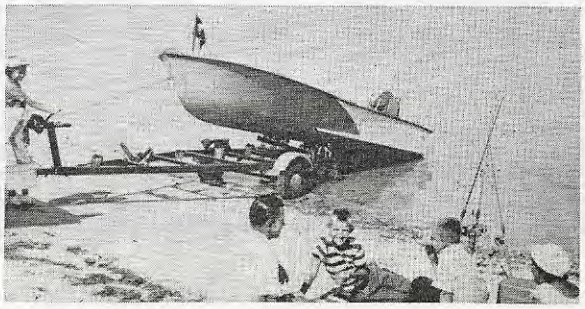

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PERE MARQUETTE *(Continued from page 495)*

through" type front seat and removable cushion flat-model rear seat. This craft lends itself excellently to fishing and general utility usage, according to its designers.

The "Tornado" is the luxury model of the line and was developed for top comfort as well as performance. Two full width completely cushioned Naugahyde upholstered seats assure maximum passenger comfort and safety. The front seat is of "walk-through" design while the rear seat is of solid back construction. Sufficient storage space is available behind the rear seat to accommodate two gasoline tanks and storage battery. In addition to the standard equipment listed above, the "Tornado" is equipped with lights and full-vision windshield installed at the factory.

New hull colors in both models are white with bittersweet deck and contrasting black and rub-rail. The addition of these two new boats gives the manufacturer a complete series of boats from these "luxury runabouts" to canoes.

For More Information Write No. 1087 on "More Data Card"

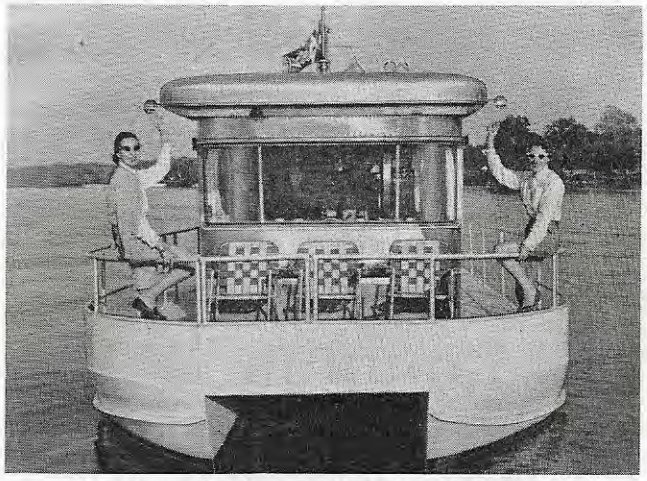
Falls City

Spartan Mariner —

Modern design for pleasure navigation is the theme of the new 44′ Spartan Mariner, a twin-hulled luxury houseboat incorporating many marine advances.

The boat, manufactured by the Falls City Flying Service of Louisville, Ky., is longer than previous similar designs which were built by the Louisville firm.

The Spartan Mariner combines the stability and speed of twin-hulled boating with the roomy convenience of a three-room apartment, says Falls City. Capable of navigating any inland lake or waterway, the Mariner is said to combine the pleasures of home living with speeds up to 15 mph while retaining the handling ease of boats half its size.



This picture affords an excellent view of the forward section of Falls City's Mariner.

The twin hulls are matched by a twin-engine power plant, with a 100 hp Gray Marine engine located in each hull. The engines are centrally located on either side of the cabin for easy access.

The hull construction also includes an additional safety feature . . . ten water-tight compartments, each of which is a separate welded unit. Two compartments in each hull will keep the Mariner afloat.

For living convenience, the Mariner cabin is of all-season air-tight aluminum construction. It is built

More Data No., Pacemaker Trailer 285

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by the trailer branch of the Spartan Aircraft Co. and is insulated throughout with fiber glass and heat-reflecting metal foil. The lounge, galley, stateroom and bathroom are finished in birch plywood with clean-lined modern furnishings.

The latest in modern aircraft design . . . including wiring and instruments . . . has been incorporated in Mariner construction, according to George C. Garcia, vice president and general manager of Falls city Flying Service.

Additional features include oil heat, twin sinks, a tub and shower, picture windows, full-length wardrobes, utility closets, an electric refrigerator, copper plumbing, venetian blinds, twin beds, standard 110 volt alternating electric current, an electric water heater, and screen doors. All the conveniences of home, in fact, right down to the doorbell, says Falls City, are included.

The Mariner's decks are big enough for fishing and sunning, says the firm. The front deck measures 7′ x 13′ and the rear deck 3½′ x 13′. There is a 2½′ catwalk on either side of the cabin.

The Marinette—

A trim new craft designed to provide all the comforts of home together with the fun and excitement of boating is now available to cruiser-houseboat enthusiasts. The Marinette, a luxurious 28′ all-aluminum boat for family living, is a junior companion to the 44′ Spartan Mariner, manufactured by Marine Division Falls City Flying Service, Louisville, Ky. Like its big brother, the Marinette combines all the latest advances in marine construction with the most desirable and up-to-date appointments for luxury living.

Falls City's Marinette is the junior companion to the firm's Mariner. The Marinette is a 28-footer, while the latter craft is a 44′ houseboat.

Designed for either inboard or outboard power, the new boat is said to be capable of navigating any inland lake or waterway at outboard speeds of up to 12 mph or inboard speeds of over 15 mph. Its light weight affords the Marinette ease of handling while its heavy plate hull and low center of gravity design assure stability and comfort. Light weight plus a maximum 8′ beam also eliminate towing problems.

The Marinette's cabin is of riveted stressed-skin construction like that of modern aircraft. Aluminum structural members are used for both roof and sides, eliminating troublesome maintenance problems. The hull is constructed of ⅛″ aluminum plate, riveted for stress-free strength, with all seams Heli-welded for complete and positive sealing. Both hull and cabin are Alodized and painted for maximum protection against salt water. Effective "weather conditioning" is provided by a blanket of glass fiber insulation.

The interior cabin walls are finished in natural mahogany plywood. Living features of the craft include sleeping accommodations for four, a modern

(Continued on page 498)

More Data No., Coast 286

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THE STANDARD FOR FINE MARINE FINISHES SINCE 1863

FALLS CITY *(Continued from page 497)*

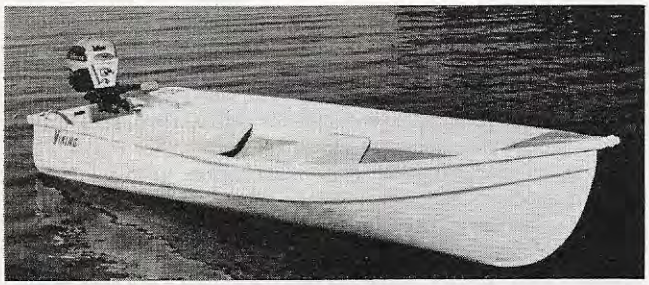
galley, complete head, screened-in jalousie windows and door, ample closet and storage space, and a large sun deck. The roomy cabin has 6'3" headroom.

Additional features include a 20 gal. water system, a 6 and 110 volt lighting system, built-in ice box, alcohol stove, tile floor, folding table, outboard motor mounting and complete navigation lights.

For More Information Write No. 1088 on "More Data Card"

Viking

The Viking V-13 is a utility. This boat, built by the Viking Boat Co. of Middlebury, Ind. is a semi-V boat that's capable of handling a 10 hp motor, according to the builder. Yet, at the same time, it's light enough for automobile top transporting. And Viking says it's size permits it to be carried in a station wagon, too.



This is the V-13 — Viking's new utility. It's a semi-V built craft capable, says Viking, of handling a 10 hp outboard motor.

It is 24" deep, this V-13, and combines a full V bow with wide flat bottom stern, assuring its steadiness even in rough water, according to the Hoosier firm. When anchored for fishing, it is quiet and doesn't bob around, according to reports, and has good control and plenty of seaworthiness. Sharp turns are made without slipping, says Viking, and it cuts through wakes and waves on an even keel.

This 12'3" craft weighs only 95 pounds and has a 50" beam. It's made of full marine alloy aluminum, formed and fused into a one-piece hull. There aren't any seams with rivets or packing, according to the manufacturer.

The Viking V-13 is complete with anchor pulley, rope tie cleat, bow cowl and oar lock sockets. The floor is sand-tan, non-skid, no-glare coated and the motor pads are solid oak. Like other models in the Viking line, the V-13 features full length spray guards and gunwales formed in the hull. The seats are Styrofoam-filled. This latter, says Viking, provides flotation for the craft even if it is filled with water—including motor and passengers.

Viking manufactures a complete line of aluminum craft for motors up to 40 hp. Sales are all through franchised dealers. The Indiana firm welcomes dealer or other trade inquiries on its entire line now in production.

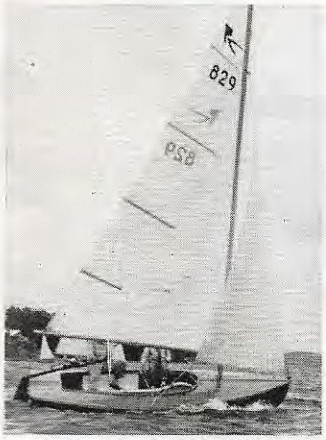
For More Information Write No. 1089 on "More Data Card"

Ray Greene

To its burgeoning line of fiberglass sailing craft known nationwide, Ray Greene & Co. of Toledo, O., has added an auxiliary sailboat—as yet unnamed—which will make its debut at the Chicago Boat Show next month.

Of the Greene boats that bear names, much acclaim has reportedly been accorded such models as the Nipper, the plastic Rebel, the Vixon, and the Ranger.

More Data No., Tarr & Wonson 287



Rebel sailboat offers utmost in fun and enjoyment.

Marked for delivery this year are some of the fiberglass air rescue boats upon which the Toledo organization has been working during 1956 and which are designed for use with 180-hp aircraft engines. A complete rigged Snipe is also to be marketed later this year.

Production rate on the 16′ Rebel exceeds two a day, Greene reveals, and the sales total is climbing toward 2,000. Fleets are being established at various places—a sizeable one operates at world-famed Culver Military Academy outside Culver, Ind.—and Rebel regattas are springing up as well.

Weighing only two-thirds as much as the ordinary wooden hull, the Rebel has a 6′6″ beam and 166 sq. ft. of sail area. Roller reefing gear allegedly permits reefing while under sail, and the 25-pound mast can be rigged or taken apart for one-man haulouts or launchings. Under mainsail alone, the Rebel is said to handle well.

Ideal for cottage or club use and established as a racing yacht of note, the 275-pound Nipper is a 12′ by 5′ cat rig with 100 sq. ft. of sail; she's constructed of plywood and her deck is covered with fiberglass.

Available with cotton sails—or with dacron sails at an extra cost—, the fiberglass-hulled Vixon features the roller reefing and aluminum spars which grace the Rebel as well. Moulded in various colors with enclosed center board and all plastic seats, the Vixon is 10′ long, has a 54″ beam, and uses 60 sq. ft. of sail area.

Revitalization of a veteran Great Lakes racing class has been accomplished, Greene contends, with the production by his company of the 40′ "R" class sailboat. He claims its imposing dimensions make it the largest one-piece fiberglass vessel of its kind to be produced in the midwest.

For More Information Write No. 1096 on "More Data Card"

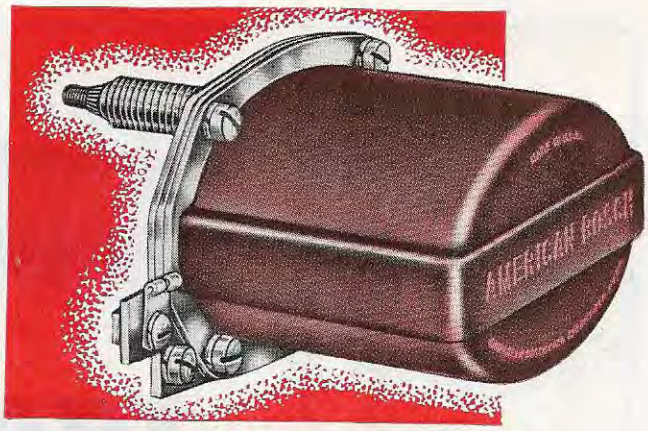
Maryland Marine

Two new all purpose and sports boats are currently being introduced to the boating trade by the Maryland Marine Mfg. Co. of Middle River, Md. These are the 14′ Bay Skiff and the 14′ Ski Skiff — both of which are of open-type construction with exceptional seating capacity.

The Bay Skiff is described by the builder as a craft with time-proven design that is roomy, comfortable, seaworthy and easy to row. It is an ideal craft for fishing in any lake, bay or river, says the maker. Besides seating room for five adults, there is plenty of room for fishing tackle and accessories. Practical for camps, resorts and boat liveries, etc., the craft can attain speeds of up to 10 mph with a 7½ hp motor.

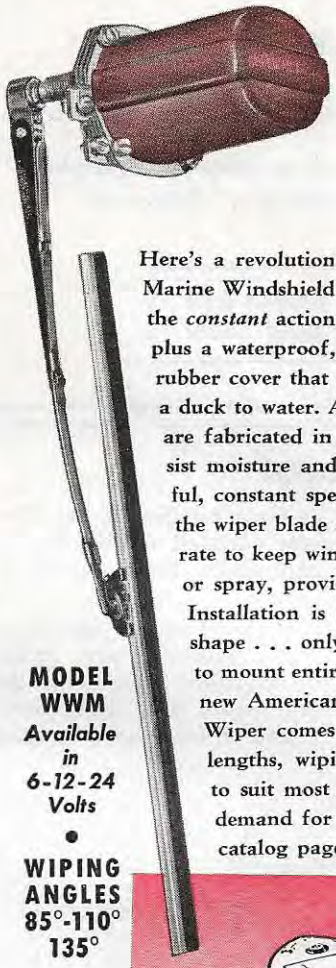
The Ski Skiff is reported to be a truly all-purpose and inexpensive craft designed to meet the needs of the sports-minded family. The craft is fast planing for pulling skiers or for negotiating shallow creeks and rivers when fishing. The builder assures that it has feminine appeal because it is trim and has a "coloramic" finish. This craft will handle motors with up to 18 hp and is constructed of mahogany plywood throughout.

For More Information Write No. 1097 on "More Data Card"



THIS ELECTRIC WINDSHIELD WIPER

wears a rubber boot



Here's a revolutionary new design in Marine Windshield Wipers that combines the *constant* action of *all electric* drive, plus a waterproof, one-piece, molded rubber cover that takes to the sea like a duck to water. All exposed metal parts are fabricated in stainless steel to resist moisture and corrosion. The powerful, constant speed electric motor drives the wiper blade at a steady, unfaltering rate to keep windshield free of rain, fog or spray, providing maximum visibility. Installation is quick, easy and shipshape . . . only a single hole required to mount entire, compact unit. This great, new American Bosch WWM Windshield Wiper comes in a variety of stud lengths, wiping angles and voltages to suit most any type of craft. The demand for them is active . . . ask for catalog page, complete details and prices.

MODEL WWM
Available in 6-12-24 Volts
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WIPING ANGLES 85°-110° 135°

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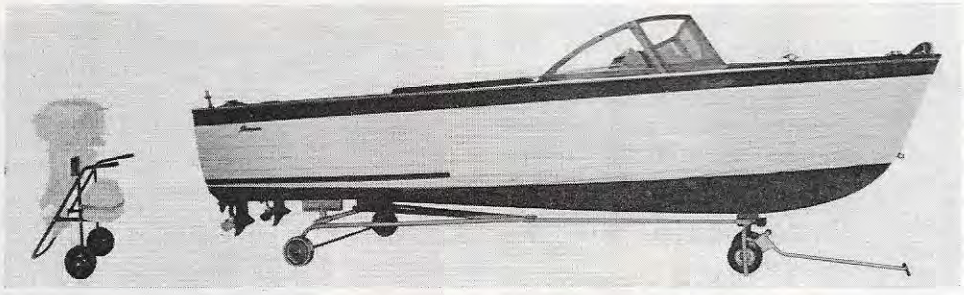
AMERICAN BOSCH
SPRINGFIELD 7, MASS., U. S. A.
A Division of American Bosch Arma Corporation

More Data No., American Bosch 288



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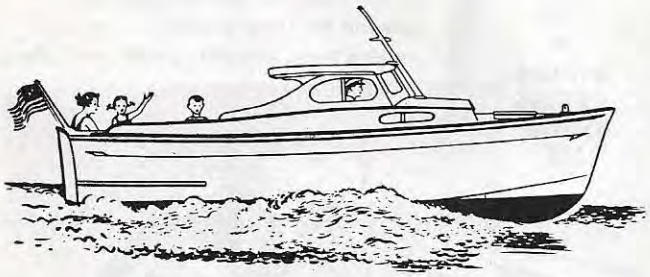
Towers Corporation Marine Div.

P. O. Box 345 • Cleveland 27, Ohio

General Motorboat

A new day cruiser will be on exhibition at the New York Boat Show—the newest addition to the line of General Motorboat Corp., Annapolis, Md. pioneers in the cruiser field.

The new model takes its place alongside the company's Bayfarer family cruiser and Fishawk utility boats, both in the 20′ class. Comfort features of the new model include a shelter cabin and fixed berth for two, a complete galley and a head and hanging lockers.



Latest addition to Little Mariner fleet of 20′ boats.

General Motorboat long has stressed economy of upkeep in promoting its little Mariner boats.

Like the Bayfarer and Fishawk, the new Little Mariner model is designed, the maker says, for economy and ease of operation. It will accommodate inboard or outboard power.

Performance data compiled in measured mile trials, General officials report, shows the new Little Mariner day cruiser doing 27 mph with 70 hp. Gray Marine power and 18 to 20 mph with single outboard installation.

Full-scale production of the new addition to the General Motorboat fleet already is underway.

For More Information Write No. 1098 on "More Data Card"

Barbour

It may not seem like it's been that long to many who will read this, but Barbour Boats has been building boats for 25 years. They are celebrating their silver anniversary with the introduction of the Silver Clipper design.

This is the new Barbour 16′ Silver Clipper with lots of deluxe standard equipment.

Actually, the experience of half-a-century is behind the design and construction of Barbour boats, since the designer worked in other boat building companies before the inauguration of the present firm. The folks at

More Data No., Towers 289

Build your reputation in marine ignition with BLUE STREAK

BLUE STREAK, maker of the famous BLUE STREAK marine coil, has developed a complete line of marine ignition parts. These BLUE STREAK heavy duty marine parts, like the BLUE STREAK marine contact points with stainless steel springs and the BLUE STREAK Ektron insulated wire and cable, are made especially to withstand corrosion and all adverse effects of moisture and water.

This is the famous BLUE STREAK marine coil. It is the only marine coil with a specially designed snug fitting neoprene cover to insure against the loss of power due to exposure to dampness.

UNIQUE 2 FOOT IGNITION DEPARTMENT . . .

Makes more money as a display—saves time and money—keeps most popular marine ignition parts on hand—fully protected against obsolescence. For full information write to: STANDARD MOTOR PRODUCTS, INC., 37-18 Northern Blvd., L. I. C. 1, N. Y.

pioneer in marine ignition BLUE STREAK

New Bern, N. C., home of Barbour Boats, Inc., like to look back at the years of 1930-31-32. In retrospect, these years pointed the way toward the kind of boat construction that today's yard produces.

It was during these early years that Evinrude Motors built its "33" and the Crosse "50" made its appearance. Barbour built boats that would handle these motors. They were, however, ahead of the popular market in those days. Compare this to today's market for which Barbour boats are vying, where the emphasis is on greater horsepower and stronger, sleeker craft that will provide smooth riding, safety and increased speeds.

And now today, Barbour is introducing its Silver Clipper line. The 19-footer is an entirely new addition to the fleet, with its 6′ 10″ beam and 71½″ transom, built to handle today's heavier, more powerful motors. The Clippers feature mahogany planking, sides and frames. Keel, chines and battens are oak.

Extra features that are standard equipment on the Clipper series includes stern and bow lights, bow chocks and cleats, chrome bumper guard and an installed steering wheel and wrap-around windshield. There are a host of optional features too, such as tone-matched cushions and colors, canopy tops, seats that make into bunks and special seating equipment.

Barbour boats this year offer a wide range of inboards and outboards, featuring wide beams and an abundance of "extras" that are standard equipment on a Barbour. The range of lengths runs from 12 and 14-footers to big 21-foot craft with sleeping accommodations. Mahogany and top-quality marine grade plywood, brass and bronze fastenings and gleaming hardware are other construction features that Barbour offers this season, in addition to smart color-styling inside and out. Barbour features this year, as in the past, its lapstrake construction.

There is more information about the new Barbour line, prices, specifications, etc. available on request.

For More Information Write No. 1099 on "More Data Card"

Holiday

Two 38′ power cruisers and four auxiliaries ranging in length from 24′ to 30′ are being presented for the 1957 season by Holiday Yachts, Inc., of Centerport, L. I., N. Y.

Most exciting news from the Holiday manufacturer is the enrichment of the line in the form of the 38′ Marlin twin-screw power cruiser which "has been constructed to the highest standards of European boat-building craftsmanship".

Designed with a round bottom fore chine and hard chine aft for a combination of speed, strength, and comfort, the steel-hulled flying bridge vessel is powered with Chrysler Crown engines which achieve 260 hp.

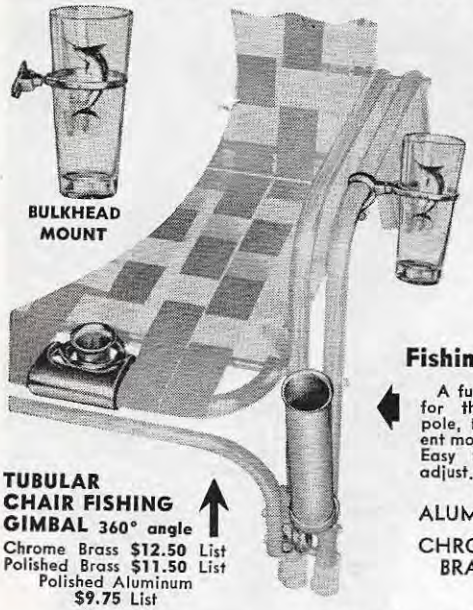
Capable of sleeping four persons with no trouble at all, the Marlin is laid out with such facilities as a tiled toilet with shower; a salon, main cabin, and stateroom all attractively appointed; a formica-topped dresser and stainless steel wash basin; an enameled sheet steel medicine cabinet with a glass mirror door; plenty of lockers, shelves, and racks, and a galley equipped with a three-burner Butane gas range, modern icebox, and stainless steel sink.

Powered by a Mercedes-Benz Diesel engine with power potential of 85 hp, the other 38-footer—the Motor Sailer—is regarded as a fine all-around cruiser and carries enough canvas to insure a brisk performance under sail.

(Please turn to page 502)

More Data No., Standard Motor Products 290

RITTER GIMBALS
AT NEW LOW PRICES!



BULKHEAD MOUNT

UNIVERSAL GLASS GIMBAL

FITS THREE DIFFERENT MOUNTS

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- BULKHEAD
- TABLE CLAMP

Fishing Pole Socket

A fully adjustable holder for that favorite fishing pole, that affords convenient mounting just anywhere. Easy to mount, easy to adjust.

ALUMINUM .. $ 8.50

CHROME BRASS $12.75

TUBULAR CHAIR FISHING GIMBAL 360° angle

Chrome Brass $12.50 List
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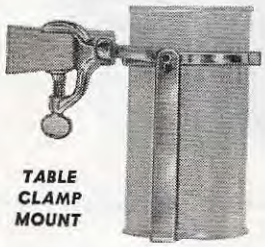

TABLE CLAMP MOUNT

BEER CAN ATTACHMENT

Ritter has provided a much needed accessory to good living on board — a universal gimbal to hold glasses, beer cans, etc. The gimbal ring comes complete with a variety of mounts. One for bulkhead mounting, a chair clamp (tubular) and a table edge clamp. Brackets for beer cans are available separately. The gimbal rings and mounts are available separately, so that many mounts may be installed permanently at various points on board and the glass or can, gimbal and all may be moved with you. The rings are interchangeable with all three type mounts.

Bulkhead set. (Ring and plate) ..$2.40 list
Tubular Chair Clamp set .....$2.95 list
Table Clamp set .....$2.95 list
Beer can support bracket ....$1.00 list

RITTER TRANSOM DRAIN PLUGS

Brass tubing is made in two sizes and cut to 15° angle to match transom angles. Neoprene plug fits instantly and tightens with only a turn or two of the wing nut. Immediate and complete draining.

1" ..... $2.00 list

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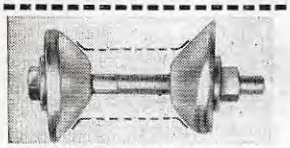
HOLE SAW AVAILABLE..... 1"..... $5.25 1¼" $5.75



FLARING TOOL

Completely adjustable to all angle transoms. Completely seals drain plug tube to transom. $1.95 list

NYLON SHEAVE

SWIVEL BLOCK WITH STRAP

$1.45 list ea.

ALL BRASS CONSTRUCTION. ALSO AVAILABLE WITH BRASS SHEAVE, $1.75 LIST EA.

N. Y. BOAT SHOW **BOOTH C-5**

Write For Ritter Catalog *Drastic Price Reductions*

RITTER MARINE MFG. CO.
120 WALKER STREET, NEW YORK

HOLIDAY

(Continued from page 501)

Holiday's auxiliary lineup lists the 24′ Sailer, bearing a 7′ beam and 250 sq. ft. of sail area; two versions of the Junior Holiday—the 24′1″ Midget Ocean Racing Club model and the standard 24′8″ craft; the 28′ Victor, sleek, fast, and "a gem to handle", and the 30′ Holiday, altered for the new year so that her beam now is 8′5″, displacement 7,000 pounds, and sail area 368 sq. ft.

Overnight accommodations for two aboard the Sailer include a toilet and outboard bracket, and the M.O.R.C. Junior Holiday differs from its predecessor in that the beam is up to 7′ and its sail area increased to 260 sq. ft.

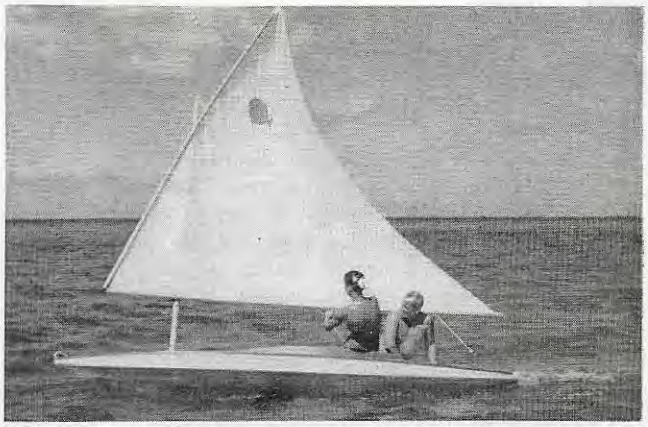
According to the corporation, authorities have hailed the 30′ Holiday as "the finest value in the yachting market" and it derives its propulsion from a Universal Atomic Power 25-hp engine.

Built under American supervision in Dutch yards, the Holidays are the brainchildren of eminent American and European maritime designers.

For More Information Write No. 1100 on "More Data Card"

Alcort

Alcort Sailfish boomed to a new high in popularity in 1956 and every indication is that 1957 will be even bigger. This comment came from officials of Alcort, Inc., Waterbury, Conn., builder of the craft. More than 6,000 of these craft are now in action throughout the country, making it one of the larger classes of small boats in existence, according to Alcort.



Here's Alcort's Sunfish, a bigger and roomier craft than the company's Sailfish.

Sailfish are expressly tailored to meet today's demand for boats that offer ease of handling and simple maintenance. They are simple to sail, says Alcort, and have speed. They can be launched anywhere, require no dock or mooring space according to the company. They ride easily on the roof of a car (or in the back of a station wagon), can be rigged in a minute, need a minimum of maintenance and can be stored in less space than a canoe. These are all features Alcort credits to the Craft.

An addition to the Sailfish line in 1956 was the Sunfish. Built on the same basic design as the Sailfish, the Sunfish is bigger and roomier, with a deck coaming and footwell for greater crew comfort. Alcort recommends it as a "family" boat for old and young alike. Both Sailfish and Sunfish boats are handcrafted from quality materials, says Alcort and are available in kit form, with all parts pre-cut, pre-shaped and ready for assembly, as well as finished.

For More Information Write No. 1101 on "More Data Card"

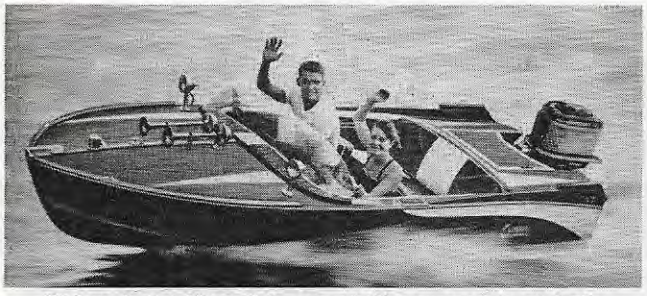
More Data No., Ritter 291

Yellow Jacket

All 35 of the 1957 models being offered for 1957 by the Yellow Jacket Boat Co., Inc., of Denison, Texas, are equipped with the Stressmaster kneeless reinforced transom which is guaranteed to handle motors up to 50 hp in the 12′ series and up to 100 hp in the 14′, 15′, and 16′ craft.

Billed as "America's most complete line of molded boats", the Yellow Jacket fleet is enriched this year by the addition of a pair of 15′6″ boats with 70″ beams and forward and aft depths of 29″ and 24½″, respectively.

These are the Cruisette, a 320-pound fishing-and-pleasure vessel with twin adjustable windshields, and the 250-pound Sportsman; both can be equipped with an optional convertible top and are available in deluxe versions with two-tone quilted foam rubber upholstery. A live bait well is built into each.



Yellow Jacket "Fury" is one of 35 new models of 5-ply molded cross-laminated Honduras mahogany.

Twenty-four of the Yellow Jackets are concentrated in just four basic models—the Riviera sports runabout; the Catalina center-deck; the Capri double cockpit model, and the Monterrey sportster.

Each is produced in 12′, 14′ and 15′ lengths, and each is available in deluxe form with the addition of 50 pounds and two-tone quilted upholstery in choice of color combination to the standard offerings.

The 14′ and 15′ Fury sports runabout features a walk-through forward back rest and a chrome-trimmed hatch in the rear deck for the fuel tank and gear; in its inboard variation, the Coronado 14′, the boat's hatch is double-covered and roomy enough to accommodate a Fageol "44" or "88" marine engine, be it standard or with a supercharger.

Finished in rich mahogany and designed for fishing and utility uses are the 12′, 14′, and 15′ Beachcombers, plus the 12′ Beachcomber, Jr., whose forward deck is 16″ shorter than the standard 12's. The Beachcombers' seats are E-Z-Ride Shock Absorbers.

All other Yellow Jackets are equipped with the new "Flote-N-Ride" seats to eliminate pounding and provide "rocking chair comfort". Wave shock is assertedly absorbed by seat supports of one-piece laminated seasoned birch which are shaped like a spring beneath the seat; excessive rebound is done away with by rubber bumpers.

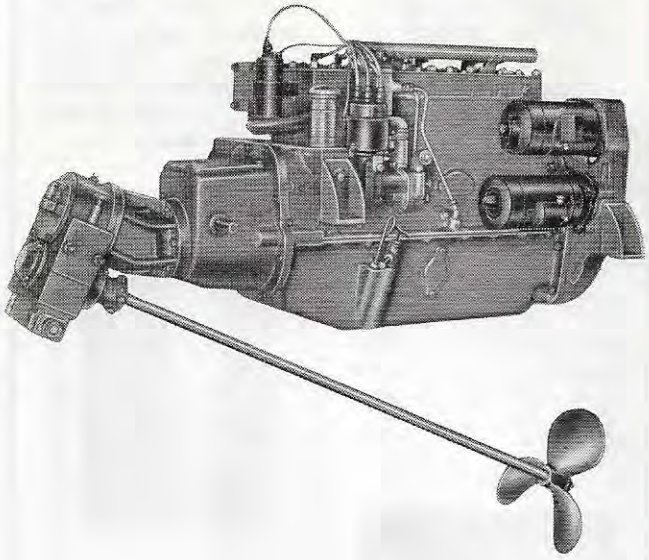
Twelve-ply laminated Honduras mahogany, reinforced at the rear with 1½″ solid mahogany overload stress ribs, is used in the construction of the Stressmaster transom. Both the transom and the stress ribs are double brass screwed to the hull.

The hull is of five-ply molded cross-laminated Honduras mahogany, described as leakproof and rot-resistant, and Aquaramic styling is responsible for the line's racy lines and sports car appearance.

Yellow Jacket's president, R. A. McDerby, reports advance orders foreshadow the best year in the firm's history and the Denison plant is geared to a corresponding increase in production.

For More Information Write No. 1102 on "More Data Card"

And now there are 4 AQUA-PAKS



The family's growing fast . . . and so is the profit opportunity for alert marine dealers.

By popular demand, we now introduce the newest Aqua-Pak — the 100 h.p. model.

Like the other three models, this handsome new Aqua-Pak has all the sales appeal of Universal's unique *integral* V-drive unit. The gear component is actually part of the engine. That's why it's shorter, smoother, quieter, easier to install—a far more salable product all the way around.

We look for a bright future for the 100 h.p. Aqua-Pak . . . and we would like to see you share it. Now is the ideal time to get full details on our dealer plan — which includes all four Aqua-Pak models: 25, 65, 100 and 145 h.p. — as well as Universal direct and reduction drive marine engines from 8 to 145 h.p., plus the popular line of electric plants. Write today.

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ELECTRIC POWER AND LIGHT PLANTS
MARINE ENGINES

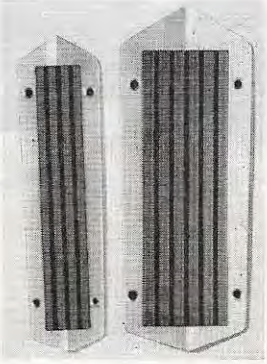
315 Universal Drive, Oshkosh, Wis.

THE WORLD'S LARGEST BUILDER OF 100% MARINE (R) ENGINES

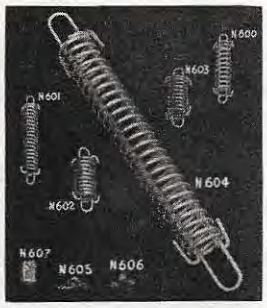
More Data No., Universal Motor 292

THE ULTIMATE
IN MARINE HARDWARE & ACCESSORIES

Fine marine hardware — as new as the mornings dew. Triple chrome plate. All pieces in individual clear plastic bags AND each item with brass-chrome screws . . . a first in small marine hardware.



Step plates: The most unique design and style of the day. Triple chromed with white, red or black rubber.



Springs, guide springs, tiller rope springs, dock springs and rope clamps. Maintaining a large stock at all times for immediate delivery.

15" x 15" x 2" Coast Guard approved cushions in three colors. Cover material made of virgin vinyl plastic. Kapok filled tubes in vinyl plastic. Style-rite colors in red, blue and tan.

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JAN. 19-27 • BOOTH D-108

CHICAGO BOAT SHOW
FEB. 8-17 • BOOTH 412

Write for our catalog and prices.

NORTHWOOD CO., INC.

652 TURNER • GRAND RAPIDS, MICHIGAN

More Data No., Northwood 293

Plaza Craft

Newest in a new line of boats by Plaza Craft Boat Co., Dixon, Mo. is the Marlin, a 14′ aluminum model with a 58″ beam. The Marlin has four mahogany seats, full-unit spray rails and Styrofoam flotation for extra safety. It weighs approximately 195 lbs and is rated for a maximum 16 hp.

Plaza Craft's new catalog, just off the presses, lists a variety of craft, each guaranteed for a full 10 years when purchased through an authorized dealer and registered as so purchased. The guarantee specifies that the factory will repair skin punctures incurred in normal use without charge.

Flagship of the Plaza Craft fleet is the Nighthawk, a 16′ pleasure craft with a 72″ beam rated for 60 hp. The Nighthawk is available with open, front decks, with center decks and convertible tops. Hard tops and convertibles sleeping four are available.

"Marlin" is newest craft in production at Plaza Craft Boat Co.

The Plaza Craft Fish-n-boat measures 14′6″ along the gunwale and has a 64″ beam. Weighing 220 lbs and rated for a maximum 25 hp., it has Styrofoam flotation and four mahogany seats.

The Sea Hornet is a 14′ model with a 65″ beam. It is rated for a maximum 40 hp, weighs 260 lbs and has four mahogany seats and Styrofoam flotation. The Sea Hornet is available open with front deck and walk-through center deck. All models except the open boat have self-bailing motor wells.

Rounding out the Plaza Craft line of 1957 is the Tadpole, a flat-bottom utility boat which is 12′ long and has a 46″ beam. Though a moderately-priced boat, the Tadpole features full-length spray rails, Styrofoam flotation, four mahogany seats and a single-unit hull, fusion-joined without rivets. Rated for a maximum 5½ hp., the Tadpole weighs just about 100 lbs and so is easily portable.

For More Information Write No 1103 on "More Data Card"

Turn-a-Craft

Turn-a-Craft speed boats are "years ahead in functional design," says the builder, Turner Enterprises of Quincy, Mich. The firm is offering two models which it reveals is "outstandingly new" and offers more fun, thrills and enjoyment for the whole family than many boats of comparable size.

Both models have a 48″ beam, 14″ depth amidships, 16″ transom and are built alike except that one is ten feet in length and the other has a length of eight feet. This is reflected in a difference of 25 lbs. in their weight —the longer one weighing 125 lbs. and the smaller just an even 100 lbs. Outboard motor recommendations for the ten foot craft range from five to 25 hp while there is a three to ten horsepower rating set for the eight foot model.

These Turn-a-Craft speed boats are ruggedly constructed of 5-ply marine grade plywood and are said to be beautifully styled and scientifically designed for faster, smoother and safer riding. These small craft are amazingly light and maneuverable and are easy to transport either on the car, or behind the car, reports the company.

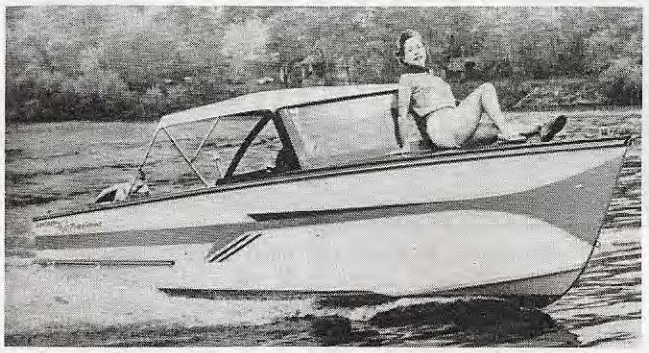
Only two major pieces of material are used in the construction of Turn-a-Craft, with all braces brought to the outside for exceptional strength and rigidity. Due to its round-tapered construction, the hull will not dig in, according to its designers who report that it is almost impossible to capsize these craft even by quick turns at high speed.

For More Information Write No. 1104 on "More Data Card"

Shoup

Voting machines are widely used in electing presidents, which may explain why a new 18′ utility camper built by Ransom F. Shoup & Co., Ahoskie, N. C. has been named the President. The Shoup firm makes voting machines and the debut of the President marks the company's entry in the boating field.

The President has a 7′ beam. The makers insist it will take all the power you can put on it, single or twin, and functioned well in tests with a single 25 hp outboard, being highly maneuverable and displaying no cavitation on hard turns at top speed.



Firm enters boating field with introduction of the "President".

Sides, bottom, decks and floor are of ⅜″ 5-ply marine mahogany plywood. Framing, trim and seats are of solid ⅞″ and ¾″ mahogany in a polished two-tone finish set off by chrome plated hardware. Framing includes 10 cross ribs from bow to stern, six heavy keelsons and 16 vertical ribs on the sides. Fastenings are brass and bronze screws.

The President's standard equipment includes forward split seats, a motor well, bow and stern lights, a convertible top, and a mahogany-framed glass windshield. A forward hatch, steering wheel and rear or center seat are optional.

Though the firm is a newcomer in the boating field, company officials say boat department personnel have been active over 25 years as boat designers and builders.

For More Information Write No. 1105 on "More Data Card"

Industrial Shipping

Industrial Molded Birch Plywood Hulls are again available to the United States user. This popular Canadian hull, manufactured by the Industrial Shipping Co. Limited of Mahone Bay, Nova Scotia, Canada, was off the market for a little over four months occasioned

(Continued on page 506)

YOU'LL ENJOY THE FINEST IN BOATING WITH A

COMMODORE

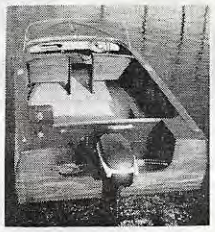
COMMODORE 23' WEEKENDER

Largest model in the Commodore line for '57. Lapstrake construction and solidly built for comfort, convenience and versatility. Has an 8'1" beam, 50 gallon fuel capacity, 20 gallon fresh-water tank, toilet, full-length keel. Incomparable equipment listing includes icebox and full galley accommodations, hard top, electric bilge pump, opening windshields, foam rubber mattresses (for two) and cushions, chrome fittings and deck hardware. Power option from 100 to 215 hp. A cruiser, day boat, sport fisherman and utility — all supremely blended into one boat — the WEEKENDER.

COMMODORE 18' ANGLER

The 18' Angler Inboard, LEFT, features drag link steering, bronze shoe and rudder, rubber cutless bearings, bronze and brass fastenings. It has wraparound windshield, folding top plus the self-assurance of durable lapstrake construction. For cruising, offshore fishing, skiing or trolling, the Angler's at ease under all conditions. Power option from 60 to 110 hp.

OUTBOARD POWER 18' ANGLER



Left: All new interior, full-width aft seat. Lapstrake constructed, salt-water fastened. Packed with extras; free color option.

COMMODORE 16' GULL

Already acclaimed, the 16' Gull, ABOVE, has the extra depth and beam for driest and best performance, even at top speeds.

DeLUXE GULL

16' Deluxe, LEFT, has water-tight motor well, rear seat and aft deck space for stowage; many extras built in. Crafted workmanship for unexcelled performance.

14' TERN

14' Tern, RIGHT, is an all-mahogany, lapstrake-built dynamic performer. Filled with new conveniences: racks, roomy interiors, etc., it's economically priced.

COMMODORE'S 16-footers are also available with revolutionary FAGEOL V-I-P — portable inboard power for speed and economy.

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DIVISION OF ED WEIGL INDUSTRIES

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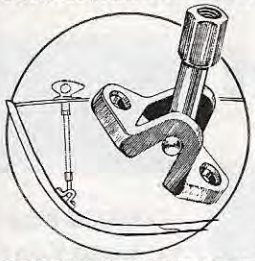
More Data No., Commodore Boats 294

You can Rely on PHILLIPS for Quality Marine Hardware



The new "Universal" Lifting Keel Plates

Fig. 445

LAUNCHING EYES

BRASS

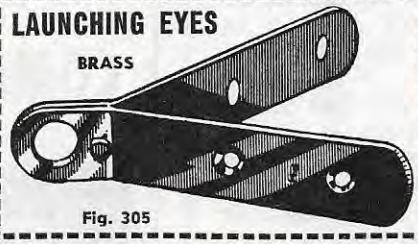
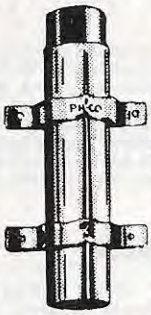


Fig. 305

The new PHILLIPS SKI TOW HOOK

Fig. 1861



LIGHTWEIGHT ROD SOCKET

Chrome plated Brass

Fig. 2113

Windshield Adjuster

Fig. 83

"MANUAL" WINDSHIELD WIPER

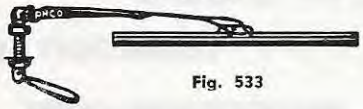


Fig. 533

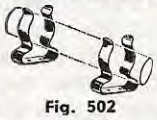


Fig. 502

Spring Clamp Holders

NEW BOW

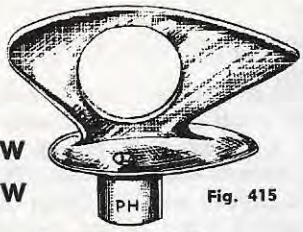


Fig. 415

LIFTING EYE

Small Boat Drain

Fig. 386

Small Boat Bilge Pump

Fig. 152

New "Featherweight" Nylon Sheave Tiller Rope Pulley

Fig. 577

Right Nylon Sheave Tiller Rope Pulley

Fig. 585

MANUFACTURERS-DISTRIBUTORS

PHILLIPS HARDWARE CO.

490 N. W. SOUTH RIVER DRIVE

MIAMI 36, FLORIDA

INDUSTRIAL SHIPPING

(Continued from page 505)

by a fire which ravaged the plant last July, but has since been made available to the United States trade.

Industrial's new streamlined plant with 100% increased production capacity went into operation on November 15. It will enable them to improve its service and ensure adequate supplies to both old and new users of the hull.

All old models from 11'4" to 18'4" L.O.A. have been retained at no increase in price. For the benefit of those builders who wish an even larger hull for cruiser construction, Industrial has added a new 19'5" L.O.A. hull to their line. This hull is of six-ply with a 7'5" beam and a depth amidships of 36". It will carry the heaviest outboard motor or twin motors, or may be finished for use with inboard power.

For More Information Write No. 1106 on "More Data Card"

Dundee

Five basic outboard boats of laminated construction using "Unilam" make up the fleet being marketed for 1957 by the Dundee Boat Co., Inc., of Dundee, N. Y.

A pair of 13', 200-pounders is offered for roughwater stability and shares such specifications as a 26" maximum depth and 48" deck; the Sportsman-D, 54" wide with a transom 46" wide, is adaptable for front steering, and the Lancer Deluxe—"Excellent for center deck controls"—is 5" wider and her transom 4" wider than the Sportsman.

The largest seller in the Dundee family, the 15' by 62" Streamliner, is available as a family runabout; as a Custom Deluxe, a stern deck adaptation of the runabout featuring a large motor well and walk-through center deck, and as the Plydeck, distinguished by the smoother lines of plywood decking. Maximum depth is 27", transom width 49½", and weight 288 pounds.

Like the Streamliner runabout, the 16' by 68" Voyager Custom boasts a 60" deck which can be either in mahogany or plywood. Equipped with such selling points as a stern deck, walk-through front seat, and large motor well, the 320-pounder has a 30" maximum depth and is 55½" wide at the transom.

Capable of handling the largest motors on large lakes or open water, the 17' Seaman is available with a convertible top and upholstery. Her vital statistics include a 72" beam; 36" maximum depth; 60" transom width; 450 pounds, and a 60" deck.

Built up in criss-cross layers over precision moulds, all hulls are "Unilam"-constructed of 1/16" five-ply select birch veneers impregnated with phenolic resin glue. Fast running lines assertedly can never twist, warp, or distort, and such features as heavy rails, large bilge-keels with match bolted keelsons, and boxed transoms contribute to their all-around quality.

Feather Flight seats, hinge-mounted on tubular rubber, are standard on all Dundees except the 17' Seaman.

For More Information Write No. 1107 on "More Data Card"

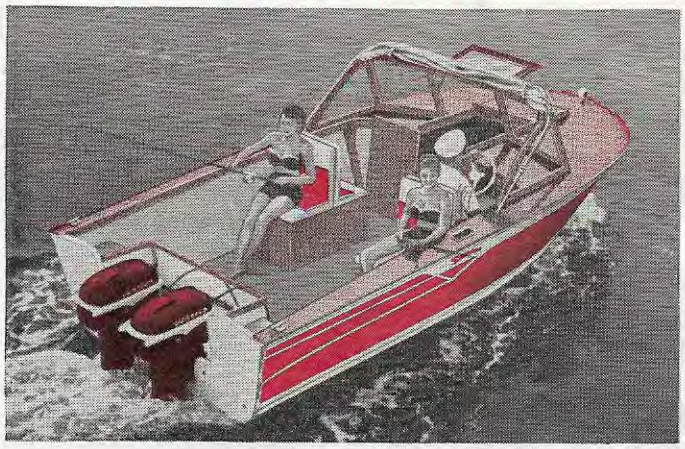
C. C. Galbraith

Containing a cockpit extending beyond 17' in length, a new 26' sea skiff bearing the Sea Bird name has been

More Data No., Phillips 295

SELL MORE . . . PROFIT MORE WITH A LEADER IN '57

19' CLEARWATER



BOTH THE 16-FOOT AMERICANA AND THE 19-FOOT CLEARWATER CLOSE IN COMPLETELY FOR OVERNITE CRUISES — SLEEP FOUR — HAVE TOILET — SPEEDS OVER 30 MPH — BEAUTIFUL TU-TONE FINISHES.

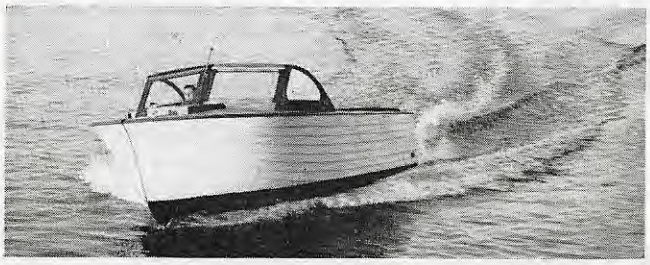
Visit our booths, 959-960-961 at Chicago National Boat Show, February 8th thru 17th.

Stamas BOAT WORKS
Tarpon Springs, Fla.

WRITE DEPT. B FOR LITERATURE & DEALER INFORMATION

introduced to the world of pleasure boats by C. C. Galbraith & Son, Inc., of Keyport, N. J.

Standardly-equipped with a hydraulic clutch control, the safe and comfortable craft—built along the lines of other Galbraith skiffs—has a 114″ beam and is available with single or twin engines to 330 hp and is capable of speeds as high as 40 mph.



Sea Bird is new 17′ sea skiff in production at C. C. Galbraith plant.

Like the popular 23′ by 8′ Sea Bird—which boasts more cockpit space than one usually expects in so comparatively short a vessel—the 26 features room in the cockpit for active fishing or for leisurely group picknicking.

Standard equipment with both Sea Birds includes a 125-hp Chrysler Crown marine engine; an opening type mahogany windshield; two berths forward; electric horn; a folding cushioned pilot seat; cockpit flooring, side stripping, instrument box, and trim of mahogany; a Monel shaft; neoprene-covered tachometer cable; chrome-plated hardware, and a forward hatch.

Lapstrake hulls of the Galbraith boats are planked with white cedar, which are copper-riveted to white oak steam-bent frames; other fastenings are either bronze or Monel.

For More Information Write No. 1108 on "More Data Card"

MORE 1957 BOAT STORIES BEGIN ON PAGE 522

More Data No., Stamas 554

BOSTON HERALD · TRAVELER
NEW ENGLAND
BOAT SHOW
1957

Endorsed by

New England Marine Trade Association

BOSTON'S COMMONWEALTH ARMORY

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For information contact

FRANK J. FARRELL, *Managing Director*

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Best Serving the Interests of New England's Boating Public

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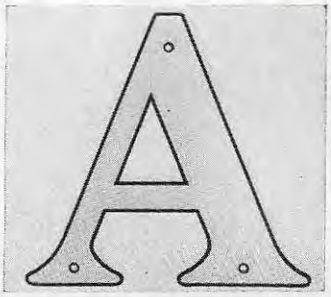
Five Inch Letters Are Now Available



New 5" Roman-style plastic letter by Bernard Engraving.

BERNARD ENGRAVING COMPANY of Toledo, makers of BERNARD All-Weather Plastic Nameplates and Emblems for leading boat builders, announces a new 5 inch Roman-Style plastic letter.

The new 5 inch letter, gold face with black bevel, is especially designed for the cruiser trade for putting the name of the boat on the transom.

The new letters are waterproof, weatherproof and are not affected by water. They are gently flexible to easily fit any boat.

Samples and prices may be secured from the manufacturer.

For more information
Write No. 1109 on "More Data Card"

"End Spring Backaches" Says Evershield Co.

IF YOUR BACK still aches when you think of the hours you and your customers spent in putting your boats in ship-shape last spring you will want to read the rest of this article. It will be of interest to you.

The Evershield company of Joppa, Md. has announced a new clear, natural wood finish which they say is derived from the Fiberglas process. The trade name they have given this new finish is BriteWork. In the can it is said to appear like a varnish but unlike conventional clear wood finishes the manufacturers claims that BriteWork is a self-baking finish that cures by its own internal heat.

According to reports it may be applied without worries about humidity and will harden in 2-4 hours which minimizes dust problems. Since its compounders say that it has no pores it is 100% waterproof and is relatively unaffected by the elements.

Still another important advantage of this finish, as pointed up by the seller, is its viscosity.

For More Information
Write No. 1110 on "More Data Card"

Instrument Synchronizes Twin Engine Installations

New tachometer aids in synchronizing twin engine installations.

A NEW IDEA in engine synchronization is presented in the Federal electric tachometer. This accurate tachometer can be used to synchronize the rpm of two engines through the use of a double pole toggle switch. Because the same tachometer is used to set the speed, the rpm of both engines can be synchronized very closely, states the manufacturer, Federal Marine Motors Co. of Chicago, Ill.

Company heads state that it is not necessary to disconnect any mechanical tachometers for the Federal electric tachometer is simply connected by wire to the primary terminal on the distributor or magneto. The instrument is available in several scale ranges for use with outboard motors.

For More Information
Write No. 1111 on "More Data Card"

The Wills Marine Mart New Mississippi Dealer

LESS THAN TWO months ago the Wills Marine Mart was opened by T. J. Wills at 601 Market St. in Pascagoula, Miss. Its location is "right in the shadow" of one of the largest shipyards on the Gulf Coast —operated as the Ingalls Shipbuilding Corp., Wills reports.

While this new firm is right in the middle of selecting boat lines which it will offer, it has settled on the Memphis Belle line which was on display at the opening. Johnson outboard motors, Allan Marine hardware (Wills Marine will also add to this line), and a line of paints, ropes, trailers, etc. will be handled with many of them yet to be decided upon.

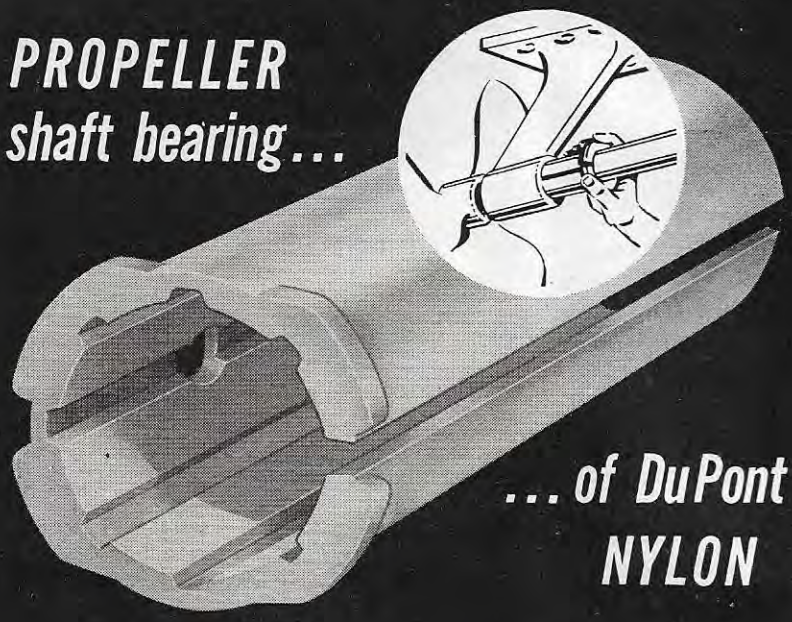
Being well schooled in the repair of Johnson outboard motors, owner Wills offers complete outboard repair service at his shop which occupies a 12′ x 20′ area in the present quarters with the remaining 20′ x 30′ being devoted to display area.

The LOW COST, LONG LIFE Marine Bearing

THOMSON

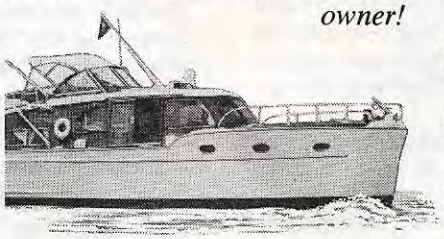
NYLINED

PROPELLER shaft bearing...



... of DuPont NYLON

NYLON is inert and therefore completely unaffected by submersion in fresh or salt water. Because of their outstanding suitability, a marine version of NYLINED Bearings is being offered to the boating industry. *Check the eight very real benefits to the boat manufacturer and owner!*



1. *Abrasion resistance gives longer life.*
2. *Unaffected by rot, corrosion or electrolysis.*
3. *Replaceable without removing strut or shaft.*
4. *Thinwall construction permits compact, low drag strut hub.*
5. *Resilient Nylon material damps vibration.*
6. *Lower friction losses give increased power.*
7. *Design permits close fit for smooth operation.*
8. *Lower initial and replacement cost.*

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THOMSON INDUSTRIES, Inc.

MANHASSET, NEW YORK

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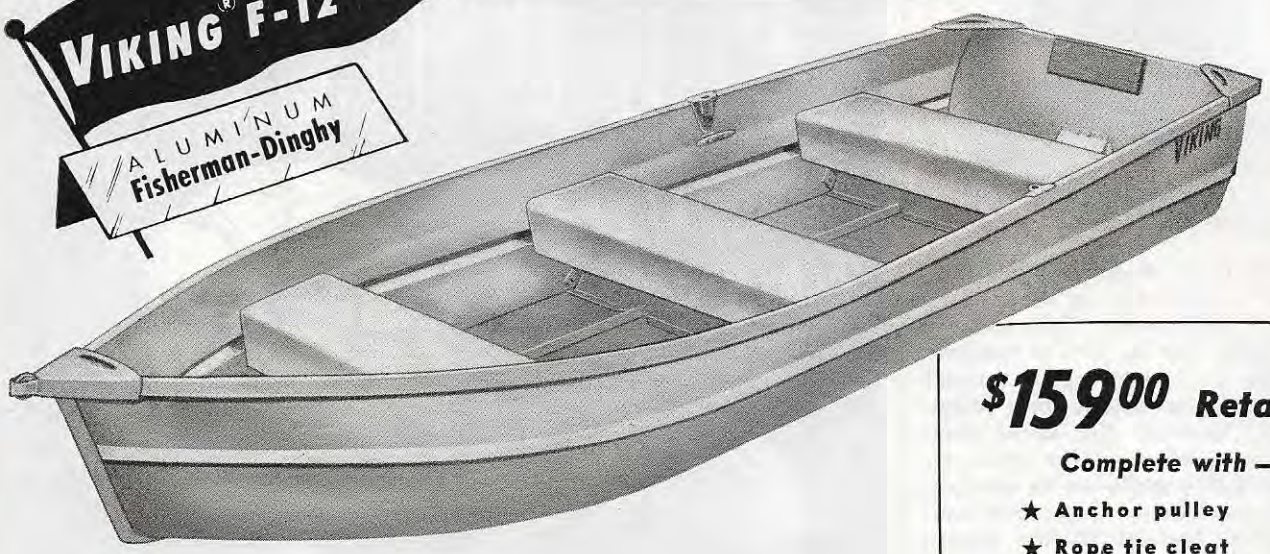
SALES LEADER

year after year



$159.00 Retail

Complete with —

- ★ Anchor pulley
- ★ Rope tie cleat
- ★ Lifting handles
- ★ Oak motor pads
- ★ Non-skid floor

Dow Styrofoam floatation for boat, 5½ HP motor and passengers.

- ★ Standard flat bottom 12 foot boat — 46" beam — 16" deep
- ★ Fits in station wagon, or on an auto top — weighs 89 pounds
- ★ Full marine alloy aluminum .051" fused into one-piece hull
- ★ Shipped anywhere in the United States — prompt delivery
- ★ Trouble-free . . . . Thousands in use prove dependability

VIKING BOAT COMPANY

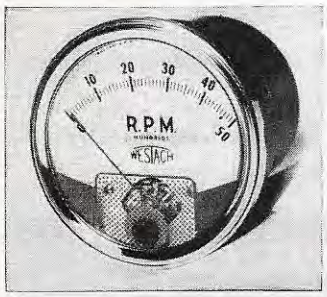
TRADE MARK REG. U.S. PAT. OFFICE

HIGHWAY 13 NORTH • MIDDLEBURY, INDIANA

Viking semi-V, utility, for motors to 10 HP at $189.00 retail. Other models and sizes for motors to 40 HP. Viking Boats are sold only by authorized franchised dealers in protected market areas. Write for literature, prices and dealer information.

Westberg Manufacturing Co., Napa, Markets New 4" Electric Tachometers

JOINING THE OUTBOARD TACHOMETERS and portable service units in the Westach line for 1957 is a new line of 4" electric tachometers for inboard engines, according to an announcement by the Westberg Manufacturing Co. of Napa, Calif.



4" electric tachometer for use with inboard engines.

Features of the line are a universal model for all engines—4, 6, and 8 cylinder, 6 and 12 volt—indirect illumination, and quick installation with cable supplied.

Four models comprise Westach's line of tachometers for two-cycle outboards, and there are two versions of a dual tachometer for twin engine cruisers; the need for extras are due in each case to the four-cylinder Mercury, which requires a special unit.

Most popular portable service tachometer in the Westach assortment is the five-pound Cat. 08 model, measuring 6¾" by 9¼", and checking of an engine in five minutes without its being opened is made possible by the Cat. H14 series of portable outboard aids.

For More Information Write No. 1112 on "More Data Card"

Instrument Assoc. Marine Div. Appointed Walter Kidde Distributor

THE MARINE DIVISION of Instrument Associates, Great Neck, N. Y. has been appointed exclusive franchised distributor of Walter Kidde fire extinguishers and systems in the Long Island, N. Y. area.

Instrument Associates also is distributor for Sutton Pumps, Raytheon and Bendix and exclusive dealer in its area for Philco marine portable radios.

A new IA catalog, featuring the products of Instrument Associates and the lines it handles, is available to dealers, marina operators and architects.

For More Information Write No. 1113 on "More Data Card"

More Data No., Viking Boat 299

Fyr-Fyter Offers New Extinguisher

THE FYR-FYTER CO. of Newark, N. J. will display its new non-electric fire extinguishing system at the New York Motorboat Show. The C-O-Two Systems Div. of the company will occupy booth C-74 in the Coliseum. The new system is said to be completely automatic.

This new system reportedly features a newly developed cylinder valve and an automatic non-electric "rate-of-rise" actuated control head which does not require power from any outside source. This means, says Fyr-Fyter, that protection from fire is still there, even on a "dead" ship. The "rate-of-rise" control head is connected directly to the cylinder valve for fast and positive action in the event of a fire.

Another feature of this new valve and control head is the fact that operation of the system can be manually checked without discharging the carbon dioxide cylinder, according to the manufacturer.

The system requires no replacement parts other than the recharge of the carbon dioxide cylinder which is said to eliminate "on board" spares.

Complete details of this new non-electric marine automatic fire extinguishing system and other helpful safety hints are included in a new booklet, "Cruising Safety," available free of charge from the company.

For More Information
Write No. 1114 on "More Data Card"

Enlarged Headquarters Home Of Crest Marine

NEW HEADQUARTERS with greatly enlarged facilities have been completed and the Crest Marine Hardware Co., Inc. has moved its operations to the new site. President Lubarsky reports that this will result in greatly increased production which will in turn enable the manufacturer to maintain prompt deliveries of its new line of Jet-Line marine hardware to its many jobbers through the country.

At the time he made this announcement, Lubarsky thanked the many dealers, jobbers and friends for their acceptance of the line which is less than a year old. He states that it was only through growth caused by such widespread acceptance that the firm was able to move into new and larger facilities.

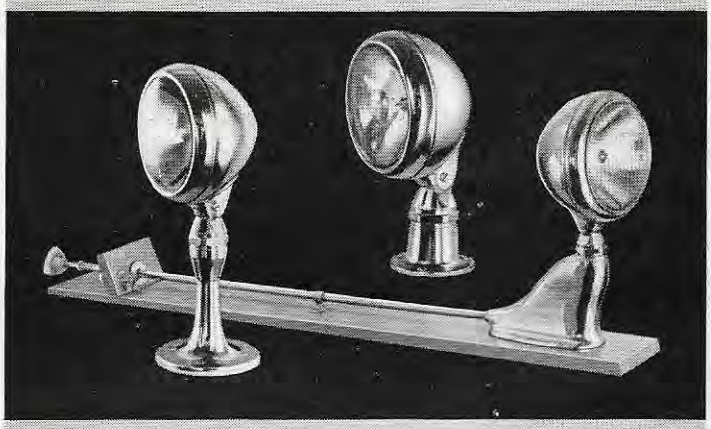
IVALITE SPOTLIGHTS

IN 1957...

Profit Minded Marine Dealers

will be selling

QUALITY-PRODUCED MARINE SPOTLIGHTS!



IVALITE exclusive features help you close profitable sales!

Quality products . . . with exclusive features for the buyer . . . are *easier to sell!* That's why you'll sell more—profit more—when you're an IVALITE dealer. IVALITE Marine Spotlights have been the accepted standard for quality for over a quarter of a century. What's more, they're "first choice" of the nation's leading boat builders!

The complete IVALITE line includes direct control, for overhead installation, and remote control marine spotlights controlled from the dash. Other features that help you sell IVALITE include: full 360° rotation; all brass and bronze rust-resistant construction; long-lasting Nickle-base Chrome finish; powerful Sealed-beam units.

Dealers! Jobbers!

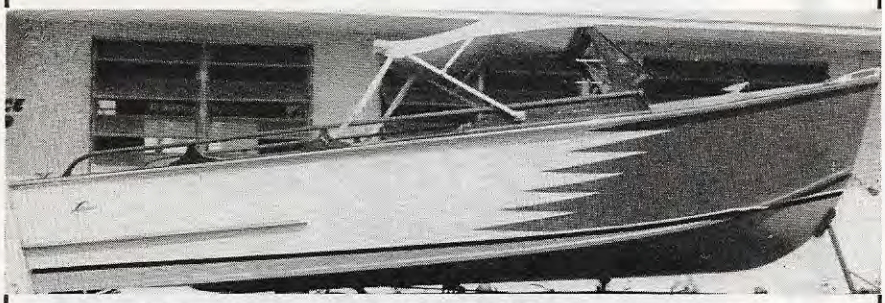
IVALITE can increase your volume in 1957. A strong advertising program, in important marine publications, will create new sales opportunities for you. Write today . . . for full details!

MARINE DIVISION

ARNOLT CORPORATION, *Warsaw, Indiana*

Producers of SEA-MITE Engines — Arnolt Utility Clutches — ARNO-power Converters

More Data No., Arnolt 300



LENGTH THROUGH CENTER LINE — 15'9" BEAM 6'6"

SPAR RIDE BEFORE YOU DECIDE

That's the statement our dealers are making to their customers and it's paying off with PROFITS and CUSTOMER SATISFACTION.

The SPAR boat is precision-designed, skillfully constructed and faultlessly finished by men who know boats and love boating. Every piece of select dark red mahogany framing, every piece of 5 ply marine plywood, and every piece of heavy duty hardware is the best obtainable. The construction is engineered to give comfort, that extra margin of safety ★ and top performance.

★ **safety glass V-type open windshield**
★ **mahogany hand rails**
★ **vinyl plastic flooring**
★ **plastic covered deck (naugahyde)**

The SPAR-built cruiser is available in 3 models

The deluxe cabin-ette PREMIER
The classy convertible CATALINA
The sporty runabout SIXTEEN

Sold only through authorized dealers
Write or wire for information

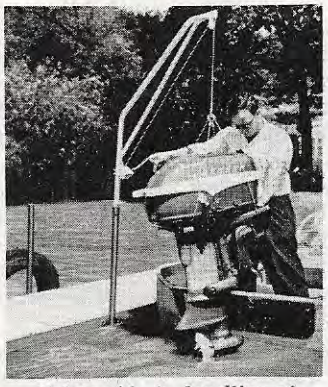
SPAR BOAT CO., INC.

2029 COOLIDGE STREET • HOLLYWOOD, FLORIDA

See you at the Chicago and Miami Boat Shows

Outboard Motor Hoist By Central Machine

KEEPING PACE with the current trend toward larger and more powerful outboard motors, the Central Machine Works Co. of Minneapolis, Minn., has added a 200-pound capacity outboard motor hoist—the Dock Hand—to its marine specialty line.



Hoists aids in handling of heavy outboard motors.

The cadmium-plated hoist is designed for use on docks whose supporting legs are of pipe and it can be adjusted to desired height by a sliding collar and set screw. Motors up to 30 hp can safely be raised, lowered, or stopped at any position by a ratchet on the cable spool, the maker asserts.

Fashioned in two sections and capable of being fitted into the standard car trunk, the Dock Hand is also useful for facilitating transfer of a motor between car and dock and for lifting the bow of a boat out of the water to ease the task of stern bailing.

For More Information Write No. 1115 on "More Data Card"

Windetector "Finest" Wind Pennant

MADE OF WEATHERPROOF vinyl plastic and rustproof Monel, the Windetector is described as the finest such item available to dealers by spokesmen for the Tropical Marine Products Co. of Delray Beach, Fla.

New Details Added To Its Windshields By Armstrong & Galbraith Of New York

THREE SIGNIFICANT CHANGES are being made in the windshields which are manufactured by Armstrong & Galbraith, Inc. of New York, N. Y. Long known for their structural strength, the windshields are being re-designed to provide even more service, relates the firm.

The first change will involve a newly designed neoprene rubber molding for the bottom of the windshield where it fits on the deck. The manufacturer feels that this new molding will take care of any large irregularities caused by aging of the boat which is reflected in deck warpage. The manufacturer assures that this molding will enable almost anyone to adapt its windshields to a variety of boats without any handfitting whatsoever.

Another change which the firm is making involves the use of non-glare safety glass. This change will be brought about just as soon as current orders can be processed by major glass companies who have been tied up with orders from the automotive industry, reports the firm.

The last change to be mentioned is the fact that by the use of the new foot molding it is now possible for the company to actually fit its windshields to a number of more popular boats in an exact fit.

Of course, the streamlined convertible tops produced by Armstrong & Galbraith go right along with its windshields, making a truly fine combination, according to the firm. These are made of the best materials with no remnants being used in their construction, but made according to the finest tailoring standards.

For More Information Write No. 1116 on "More Data Card"

More Data No., Spar Boats 301

Another South Bend Profit-Maker!

E-Z Fold
Motor Carrier

Takes the work out of handling a motor—makes nearly every motor owner a prospect. Simplest—easiest — lightest carrier made. Compact, space-saving—only 3 parts. Ruggedly built to give trouble-free service. Also, makes ideal display and work stand. Order from your jobber now—or write.

Model	Fits Motors	Price
EZ-20	5, 5½, 7, 7½ h.p.	$17.95
EZ-40	10, 12, 15, 18 h.p.	18.95
EZ-60*	25, 30, 35 h.p.	22.95

For Johnson, Evinrude, Buccaneer, Sea-Bee, Sea-King, Brooklure, Royal and Elto motors.
*dual wheels Prices slightly higher in Canada

South Bend Tackle Co., Inc.
665 High St., South Bend 23, Ind.
In Canada: Campbell Mfg. Co., Ltd., Toronto (licensee)

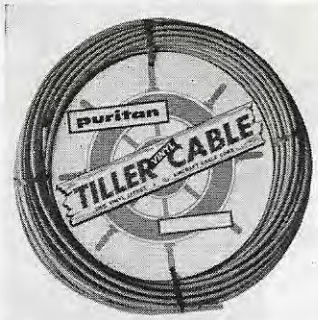
Spanish Architect Joins Annapolis Yacht Builder

FROM BARCELONA, Spain comes Arthur Roca, Jr. to join the staff of George E. Meese, a firm of naval architects and marine engineers. The Annapolis, Md. firm recently announced Roca's appointment to its design staff.

Roca, a graduate of the University of Barcelona, had maintained a yacht design office at Barcelona since 1947. He also attended the University of Toulouse in France. According to Meese, none of the racing craft Roca designed ever placed less than third in any European races in which they were entered. Roca also served as official yacht measurer for the Real Club Nautico at Barcelona.

Roca has a thorough command of the English language, according to Meese. This is perhaps best illustrated by his translation from English into Spanish of several publications. These include the "International Yacht Racing Union Rules", "Snipe Class International Racing Association Rules" and the exhaustive discussion of racing rules by B. Heckstall-Smith and G. S. Sturgess, "Yacht Racing."

Puritan Cordage Mills Packages Tiller Cable

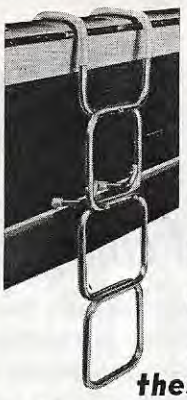


New packaging of Puritan tiller cable aids sales.

SHOWN ABOVE is a coil of prepackage tiller cable which is now available from Puritan Cordage Mills of Louisville, Ky. Puritan Vinyl tiller cable is available to the popular trade in 35 and 60′ length while Puritan nylon tiller cable is available in the same lengths for the trade requiring deluxe cable. Both cables are 3/16″ in diameter and are available in red, green or blue.

For more information
Write No. 1118 on "More Data Card"

IT'S FAIR WEATHER FOR PROFITS when you stock STOW-EASY* BOARDING LADDERS



THE ONLY ALL-ALUMINUM BOARDING LADDER OF ITS KIND — PRICED FOR EASY SELLING

Just check these advantages!

- All polished-aluminum construction — 1,000-lb. shear test, lightweight, corrosion resistant.
- Steps and rails formed from continuous tubing — no steps to loosen, no wood to refinish or split. No painting, no splinters.
- Ladder folds flat to 2½-inches deep to stow easy — white neoprene-covered goosenecks are controlled from open to closed position by unique swivel-lock stop.
- Hangs rigidly straight—cannot jackknife, slip, slide, or sway.
- Unsinkable—made with internal water-tight seals.
- Unique, patented design provides a ladder of unusual strength and compactness.
- Each Stow-Easy Boarding Ladder is individually boxed.

2 steps, 26 inches, 2½ lbs. .....only $15.50†
3 steps, 39 inches, 4 lbs. .....only $19.00†
4 steps, 52 inches, 4¾ lbs. .....only $22.35†

YOUR CUSTOMERS WILL WANT THE *FEATHERWEIGHT*
ALUMINUM BOAT HOOK
the lightest of them all!

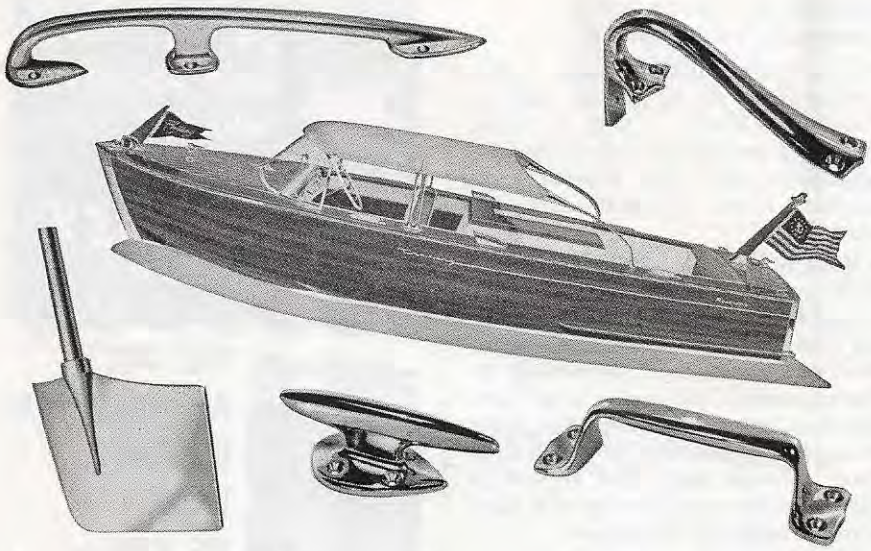
The FEATHERWEIGHT Boat Hook is constructed of heavy gauge, high tensile strength aluminum tubing, with a welded-on, sturdy aluminum ball-tip hook. The welded joint is ground smooth uniting the hook and the one-inch non-corrosive polished alumnium pole into one streamlined, watertight unit that floats. No screws or pins to loosen. Beautifully balanced for easy handling, the FEATHERWEIGHT Boat Hook is provided with a non-slip rubber grip.

(Available in Four Lengths)
4½ ft., 16 oz. .....$ 7.00†
6½ ft., 19 oz. .....$ 8.00†
8½ ft., 22 oz. .....$ 9.00†
10½ ft., 26 oz. .....$10.00†

All orders FOB, New York, N.Y.
Write for catalog and dealer discounts.
These products are nationally advertised.
†Suggested Retail Prices. *TM and Patents Pend.

MAH-ZELL PRECISION PRODUCTS CO.
220 EAST 2nd STREET, NEW YORK 9, N. Y.

More Data Nos., South Bend 302 and Mah-Zell 303



Hardware and Fitting Finery for Thoroughbreds

For over a decade we have been the principal supplier of marine hardware and fittings to CENTURY — "the thoroughbred of boats" — and other major boat builders. They demand the finest — to be produced of select bronze by master craftsmen. Why not take advantage of our long experience in designing and manufacturing hardware and fittings.

DEALERS, JOBBERS and BOAT BUILDERS: Write today for our catalog on inboard and outboard stock items.

ALLAN FOUNDRY and MACHINE COMPANY
GRAND JUNCTION, MICHIGAN

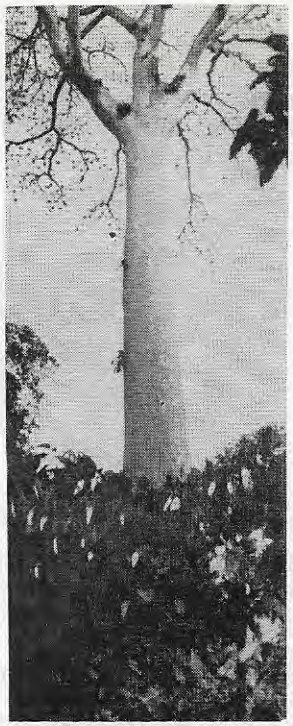
African

MAHOGANY-TYPE PLYWOOD

Like this **UTILE** tree towering above all others in the African jungle — **UTILE** Mahogany-Type Marine Plywood provides the kind of beauty and "quality-feel" demanded more and more by the boating public.

UTILE is specified for original construction by many leading boat manufacturers, while others, because of differing characteristics, specify OKOUME/GABOON — TIAMA — KHAYA or MAKORE.

Harbor Sales are foremost importers and suppliers of Marine Plywood designed for the boating industry.



Entandrophragma utile.

Harbor Sales Co. inc.
BALTIMORE 30, MARYLAND

Brinktun MT Ladder Guaranteed To Float

Extremely light mahogany ladder guaranteed to float.

AVAILABLE WITH TWO, three, or four steps, a new MT mahogany boarding ladder which is extremely light and guaranteed to float has been introduced by Brinktun, Inc., of Minneapolis, Minn.

Among the sturdy product's chief advantages are legs which can be moved from one step to another as an adjustment for different gunwales and plastic inserts inside the rubber leg tips to keep the metal from cutting the rubber.

Mahogany parts are coated with Marine varnish and highly-polished 1″ aluminum tubing forms the framework; the Vinyl-covered plastic hooks reportedly are unaffected by the elements.

For More Information Write No. 1119 on "More Data Card"

Western Rubber Co. Adds New Transom Pad

WESTERN RUBBER PRODUCTS CO. of South Gate, Calif. announces a new economy model of the original all-rubber outboard motor mount. Made of oil-resistant rubber, the mount is available in a universal size to fit all boat transoms, providing boat protection when using any large or small outboard motor.

The company's original Moto-Mount is likewise available in fitted sizes—the 8″ x 8″ model comes in a choice of three transom widths of 1″, 1¼″ and 1½″ and the large 11″ x 9″ model being available to fit transoms of 1¼″, 1½″ and 1¾″. These mounts are made of neoprene compounded rubber. A universal style is also available made of white and red neoprene rubber.

For More Information Write No. 1120 on "More Data Card"

More Data Nos., Allen Foundry 305 and Harbor Sales 306

Bal-Craft Expands Line Of Water-Front Equipment

BAL-CRAFT of Ballard Systems at Buchanan, Mich. has enlarged its line of 1957 water-front equipment in order to better meet today's market needs.

Bal-Craft offers a Do-It-Yourself raft and dock kit with such extras as canvas decking, economy plywood deck, and other dockside and boating accessories. Fixed and adjustable leg sets—all steel-welded—and drum clamps for converting frame unit into floating spans are other accessories that accompany standard Bal-Craft waterfront units.

The raft kit consists of two all steel-welded, prime coated frames 4′ x 8′. This makes an 8′ x 8′ unit that uses eight standard 55 gal. drums. It's complete with one steel-welded ladder and a set of plated fasteners. Shoreside do-it-yourselfers provide decking and drums or avail themselves of decking from Bal-Craft's supply.

The dock kit consists of five all steel-welded prime coated frames that form a 12′ x 28′ Tee-shaped floating dock. It uses 12 standard 55 gal. drums, fits all length 34″ to 36″ drums. It's complete with one steel ladder, one shore-end hinge sill plate and a set of plated fasteners. Builder supplies decking and drums as with the raft kit.

The canvas deck from Bal-Craft is canvas-covered, white painted phenolic-bond plywood, 2′ x 6′ frame backed with 2″ round edges. It's drilled to fit the raft kit frame and comes complete with plated fasteners.

The 'economy deck' is sanded, painted phenolic-bond plywood with round edges; it, too is drilled to fit the 4′ x 8′ raft kit frame. Instructions accompany the kits.

Other Bal-Craft waterfront equipment available in the 1957 expanded line includes the Poolside Diver and Economy Diver, a floating dock and a beach table with traditional attached benches. This latter is available as a complete unit in knocked down form or as just a table leg kit. In this instance, builder provides seats, table top and stringers.

For More Information Write No. 1121 on "More Data Card"

Nap J. Hudon Co. Federal Paint Dealer

ACCORDING TO RECENT reports eminating from Federal Paint Company headquarters in New York City, Nap J. Hudon Co. of Dorchester, Mass. has been named to handle its line of marine paints. Hudon is considered one of the largest marine dealers in New England.

Chesapeake Bay...

THE BEST "SELLING" SHOW IN THE EAST

Third Annual Show

FEB. 22 thru FEB. 27

FIFTH REGIMENT ARMORY, BALTIMORE, MARYLAND

In two previous presentations the Chesapeake Bay Boat Show has advanced into a MUST for exhibitors . . . With each presentation it has grown in popularity . . . The 1957 Show already promises to be a record success . . .
Exhibitors! Don't Wait! Tie up now with this Smart, Live promotion. Write, Wire or Phone for 1957 Show Prospectus to insure representation in this spectacular show.

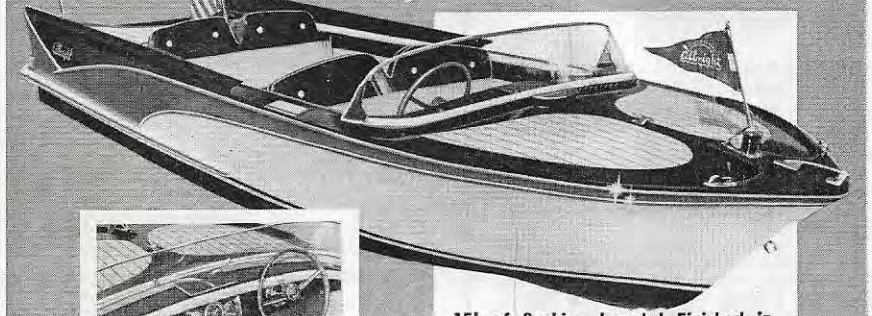
William E. Ames, Managing Director
EXHIBITORS INCORPORATED
1006 Cathedral St., Baltimore 1, Md.
Phone—VErnon 7-1975

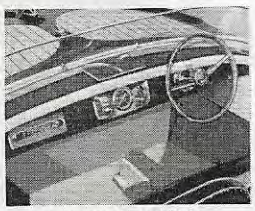
DON'T FORGET THE DATES!

FEB. 22 THRU FEB. 27

ALBRIGHT'S *Fabulous* IMPERIAL

Style leader for '57





FULLY EQUIPPED WITH RADIO AND SPEEDOMETER

15′ of flashing beauty! Finished in new breathtaking color scheme with gleaming chrome hardware and customline upholstering. A masterpiece of design and craftsmanship.

Complete line of Inboards and Outboards.

DEALER INQUIRIES INVITED
WRITE NOW FOR EXCLUSIVE FRANCHISE

Visit the Albright Display — Booth 37 Chicago National Boat Show

Albright

ALBRIGHT BOAT & MARINE CO.

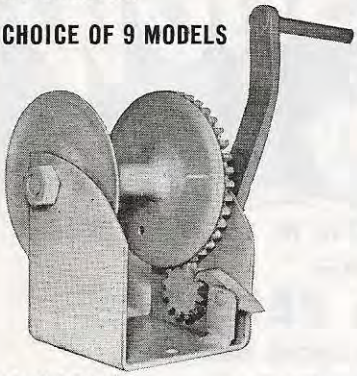
P. O. BOX 3681 CHARLOTTE 3, N. C.

More Data Nos., Exhibitors Inc., 307 and Albright Boat 308

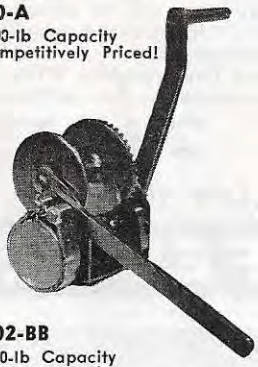
MORE SALES... MORE PROFITS

NOW AVAILABLE for the first time, the famous GRANT Boat Trailer Winch is available to all jobbers and manufacturers.

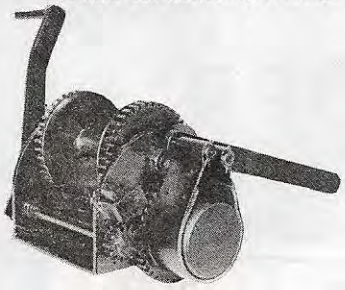
CHOICE OF 9 MODELS



Model 50-A
1200-lb Capacity
Competitively Priced!



Model 102-BB
3000-lb Capacity
Band-type Brake
Oilight self-lubricating bearings.



Model 300
6000-lb Capacity
Band-type Brake
Oilight self-lubricating bearings.

COMPARE THESE FEATURES

- Three-ply laminated steel gears and unit mount construction for greater strength.
- All models equipped with easily operated ratchet controls for locking winch in any desired position.
- All winches have specially dished side plate to the main gear to prevent binding of the cable in rewinding.
- Official report made on all models by Pittsburgh Testing Laboratory.

Wire, Write or Phone for further information or literature.

GRANT

Manufacturing Company
1334 Walnut St.
Jacksonville • Florida

ESTABLISHED 1869

GEO. D. EMERY COMPANY

220 ELEVENTH AVENUE, NEW YORK 1, N. Y.
WAtkins 4-4343

BAND-MILL, LUMBER YARD, VENEER PLANT
AND WAREHOUSE AT CARTERET, N. J.

PHILIPPINE MAHOGANY

LUMBER AND SLICED VENEERS OF
OUR OWN MANUFACTURE FROM IMPORTED LOGS
ALSO IMPORTED FOREIGN-SAWN LUMBER

BALSA LUMBER

Sta-Dri Products Co. Makes Portable Spot

THE NEW PORTABLE spot and trouble light shown above is a product of the Sta-Dri Products Co. of Whitestone, L. I., N. Y. It has been designed to match the modern styling of today's boats and accessories, according to Sta-Dri. The brass body and reflector is chromium-plated and the heavy pistol-grip handle is molded of Lustrex styrene plastic with a Lucite lense. The unit is equipped with ten feet of cord and has a special plug for use in any cigarette lighter outlet.

For More Information Write No. 1122 on "More Data Card"

Cutless Rubber Bearings Produced By B. F. Goodrich

THE B. F. GOODRICH CO. of Akron, Ohio reveals that for the 33rd consecutive year its cutless rubber bearings will be on display at the forth-coming New York Boat Show this month. The Lucian Q. Moffit Company, also of Akron, Ohio, will exhibit these bearings in its display.

These cutless bearings, which are distributed nationally by the Moffitt organization, are carried by that firm in sizes which range from ¾" to 11½" in shaft size. Each size is stocked in its warehouse at all times.

Made of oil-resistant rubber, these bearings are specified as original equipment by many of the makers of pleasure craft which will be on display at the New York show, according to Goodrich. Sludges and waste chemicals often found in many waters will not effect these bearings which receive lubrication from water.

Formulated to repel gritty abrasive particles which could cause bearing damage, they are resistant to wear and heat.

For More Information Write No. 1123 on "More Data Card"

More Data Nos., Grant 309 and Geo. D. Emery 310

New Sales Program For Gale Products

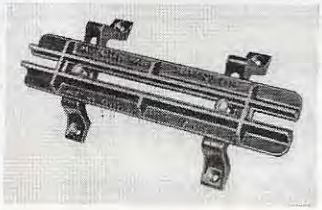
GALE PRODUCTS, a Division of Outboard Marine Corporation, recently announced a completely new Merchandising Program for their 1957 line of Buccaneer Outboard Motors.

Effective September 15 the Buccaneer Line started to be merchandised exclusively through Franchised Distributors with defined protected territories. This will enable these distributors to offer this same protection to their dealer organization within their own area.

Buccaneer Outboard Motors for 1957 has been introduced in two exciting colors—Sea Mist Green and Surf White as styled by Brooks Stevens, well-known industrial designer.

Eight models, ranging from 3 H.P. to 25 H. P. are offered in the line. To complete the needs of the outboard enthusiast, a full line of Bo'sun Accessories is also available through Buccaneer Franchised Distributors and their Dealers.

For More Information Write No. 1124 on "More Data Card"



Bay Fittings ARE A "MUST" FOR EVERY OUTBOARD BOATING FAN!

UNIVERSAL Mounting Bracket for most outboard motor remote controls. Installs in minutes on all boats . . . fits any contour or rib spacing. Complete with fastenings for wood, metal or "glass" — Only **$4.95.**

HI-LOW Steering Brackets in five models for most popular motors. Better Steering • Clean Design • Separates Cables from Other Controls • No Fuel Line Damage • No Bolts or Screws — SNAPS ON! Only **$3.50.**

By demand — the new Bay Dual Control Tie Bar. Used with HI-LOW Fittings for perfect two-motor installations. Adjustable for all motors and boats. Only **$11.95** (without steering brackets).

On Display — THE ENTIRE BAY LINE — Booth 39-A, Chicago Boat Show.

BAY PATTERN WORKS . . 1718 MILLS STREET • SANDUSKY, OHIO

Distributors and Dealers: Bay Fittings sell on sight. Write now for complete information.

Cadillac Plastic Adds MEK And Acrylite Lines

CADILLAC PLASTIC & CHEMICAL CO. of Detroit, Mich. has been appointed to handle MEK (methyl-ethyl-ketone), a product of Sigma Specialty Chemicals, and Acrylite cast acrylic sheets.

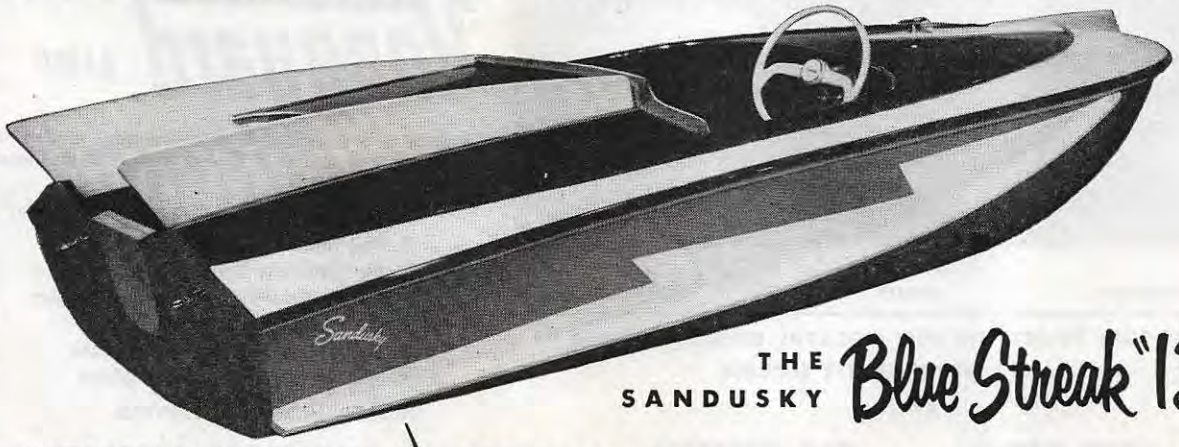
Appointment of Cadillac as distributor for the two companies was announced by David Buschman, Sigma president, and Wasco Products, Inc.'s sales manager, Douglas Pillsbury. Wasco produces Acrylite. According to the announcement, Cadillac is the first distributor with national coverage for both lines.

The boating and trailer industries represent Cadillac's principal markets. MEK is a peroxide catylist for cold-setting of polyester and vinyl resins, while Acrylite is the trade name for Wasco's decorative cast acrylic sheets with embedded natural textures, such as straws, fabrics, leaves, butterflies, etc. It is said to possess great beauty and is available in a wide range of patterns.

With warehouses in Detroit, Chicago, Cleveland, St. Louis, Los Angeles and San Francisco, Cadillac is a leading distributor of thermoplastic sheets, rods and tubes. It reports servicing more than 20,000 active accounts.

For More Information Write No. 1125 on "More Data Card"

NEW DIMENSIONS IN SPEED AND CLASS!



THE SANDUSKY **Blue Streak "13"**

SEE YOUR SANDUSKY DEALER OR WRITE DEPT. BI

RUSSELL BOATS, INC., Sandusky, Ohio

More Data Nos., Bay Pattern 311 and Russell Boats 312

Dresser

REMOTE CONTROL

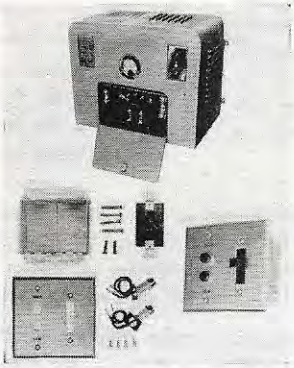
MARINE RECTIFIERS

BATTERY BOX CHARGERS

★ QUALITY REMOTE CONTROL MARINE RECTIFIER

★ POSITIVE AMPERE OUTPUT

★ SELENIUM TYPE CELL



★ NO MOVING PARTS

★ HEAVY DUTY TRANSFORMER

★ SAFE AND SILENT

★ THE PERFECT UNIT FOR REMOTE CONTROL IN YOUR CABIN

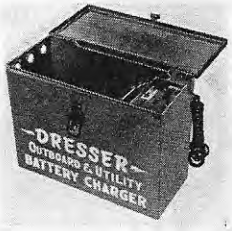
The Dresser battery charger is low in cost, versatile and easy to operate. It works equally well for electric starting outboard motors, electric cabin lights and running and mooring lights.

Dealers and Distributors write for complete information

DRESSER ELECTRIC MFG. CO.

942 E. Larned Street

Detroit 7, Mich.



New Dresser outboard and utility battery charger. Guaranteed to be weather and acid proof vynol plastisol finished steel. No moving parts, selenium type cells with heavy duty transformer.

Trailer Salesmen Meet In Boston

AT A RECENT New England Marine Trades dinner held in Boston, Mass. Jack Strange (left) representing Holsclaw Trailers was caught in the act of shaking hands with Jesse White's sales manager, H. O. "Lefty" Poole.

Jack Strange (left) shaking hands with "Lefty" Poole.

Mr. Poole is presently doing a terrific job with Tee Nee Trailers in the New England area.

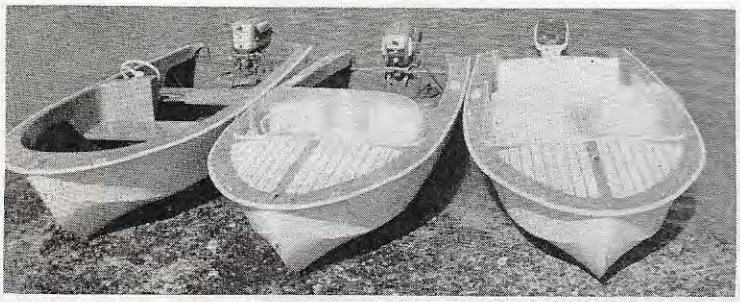
These two gentlemen were really not so glad to see each other, but were each afraid to release the other's hand. (Editors Note), the knives in their backs do not show in the picture.

Fort Worth Sport And Boat Show Lays Plans With Extensive Newspaper, Radio & TV Help

THE FORT WORTH BOAT and Sport Show has been set to run from February 20 through 24 at the Will Rogers Coliseum. The show is being staged by the dealers in that area and through their own efforts, states John P. Barnard, show chairman.

Other members of the show committee include Virgil Vought of the Vought Marine Sales, Marion Herring of Herring Marine Sales, Theo. Cromer of Cromers Ace and Eddie Oran who is affiliated with Boggeman Marine Sales.

The last word from Barnard revealed that floor space in the large Coliseum was almost sold out and that prospects for an outstanding show were most evident. The committee has plans for extensive newspaper, radio and TV coverage of this event which originated among several dealers and has "snowballed" into what they are sure will be the largest boat show in that part of the country, according to reports.



FISHERMAN UTILITY RUNABOUT

BE SURE TO SEE THE NEW BISCAYNE EXPRESS CRUISER AND BIMINI UTILITY MODELS

AT

CHICAGO NATIONAL BOAT SHOW
SPACE 707-709

MIAMI INTERNATIONAL BOAT SHOW
SECTION T-C

SEE THE COMPLETELY NEW

Vanguard LINE

Answers the demands for deeper, wider, all-fiberglass boats and incorporates these important plus features.

- One piece, seamless hull
- Full length, molded-in flotation
- Permanently impregnated colors
- Shock-absorbing neoprene fender
- Collapsible rear seat
- Non-skid, pebble-grain decks
- Absolute rigidity throughout

DEALER INQUIRIES INVITED

PENINSULAR FIBERGLASS PRODUCTS, INC.

1075 E. 30th St. Hialeah, Fla. Phone TUxedo 73222

More Data Nos., Dresser 313 and Peninsular 314

Kalamazoo Firm Elects Chairman Of The Board

PROTECTION PRODUCTS Mfg. Co. of Kalamazoo, Mich. recently elected Harry V. Fox to the newly-created position of chairman of the board of directors. As president of the company since 1933, Fox has guided it to its manufacturing activities. The firm produces Woodlife and other preservatives.

Succeeding Fox as president is Stanley O. Hall who joined the company in 1942 as sales manager and since 1951 has been vice president and general manager. He was formerly secretary-manager of the National Woodwork Manufacturers Assn. and was active in several phases of Millwork Industry association activities for twenty years.

Other officers elected at the annual meeting held recently include Henry C. Kennedy, vice president, sales and Gardner G. Garlick, vice president, technical director. Garlick has served the company in numerous capacities since its inception in 1920. Kennedy joined the firm as a sales representative in 1943 and has been sales manager since 1952.

Catalog With Specifications & Dimensions Of R-P&C's Gate & Needle Valves Is Issued

A CATALOG LISTING the complete line of R-P&C's forged steel gate and needle valves has just been issued by American Chain & Cable Co., Inc.'s R-P&C Valve division at Reading, Pa.

The catalog contains specifications, pressure-temperature ratings, working pressures, dimensions and applications of the various units. It is specifically designed, according to the division, for petrochemical, power and chemical and process industries and contains graphic descriptions and illustrations throughout the 12-page folder, called Bulletin DH-80.

American Chain's line includes outside screws and yokes, inside screws, flanged outside screws and yokes, flanged inside screws and needle type globe valve union bonnets. The new bulletin concerning these units is available on request.

For More Information Write No. 1126 on "More Data Card"

Cowell BOATS

DEALERSHIPS STILL IN SOME AREAS
WRITE MR 13 EAST LAKE RD. ERIE, PA.

Offer Your Customers a
COWELL "CLINKER" BUILT

UNEQUALED IN DESIGN, SAFETY, AND PERFORMANCE
SEVEN MODELS IN 14' AND 16' COMPLETELY SALT WATER FASTENED.

THE ROUGH WATER BOAT

More Data Nos., Los Angeles Show 315 and Cowell 316

LEADS

The Leaders

MODEL "222"

A Sleek, Fast, Family Cruiser with Full Cabin

The Talk of The Industry

Lgth. — 18'6" Beam 7'9"
Depth For'd — 48" Depth Aft 28"

MODEL "1-222"

A Large Offshore & Utility Camper with "Enough" Cockpit

Watch This One Go Places

Lgth. 18'6" Beam 7'9"
Depth For'd — 48" Depth Aft 28"

MODEL 196

A Smaller Cruiser With Big Cruiser Facilities

A LOT OF BOAT

Length 16'5" Beam 6'10"
Depth For'd — 42" Depth Aft 26"

MODEL 1-196

A Real "Performer" This is a "Plus" Boat

This one is Here To Stay

Length 16'5" Beam 6'10"
Depth For'd — 42" Depth Aft 26"

A. I. D. LTD.

Exclusive Distributors

"WEYMOUTH BOATS"

181 Maynard St. • Halifax, N. S.

Kiekhaefer Appoints Marketing Vice Pres.

WILLIAM A. KELLER has been appointed to the post of vice president in charge of marketing, for Kiekhaefer Corp. according to a recent announcement. E. C. Kiekhaefer, president of the corporation, made the announcement from his Fond du Lac, Wis. offices. Kiekhaefer produces the Mercury outboard motors line.

William A. Keller

For the past two years, Keller served as sales-manager of the Studebaker div., Studebaker-Packard Corp. Prior to this, he held the position of national used car sales manager with the Lincoln-Mercury Division, Ford Motor Co.

"The appointment of a man with Keller's automotive background," said Kiekhaefer, "is in keeping with the rapid growth of the outboard as a mass market item. As this growth continues," he said, "the outboard industry will be confronted with many of the same marketing problems now existing in the automotive industry."

In this newly-created position with the Kiekhaefer Corp., Keller will direct expansion of all of the firm's marketing activities. This will include guiding what is said to be the most intensive sales program in the firm's history in support of the recent introduction of an expanded line of 1957 Mercury motors.

Keller is a native of Dayton, Ohio and graduated from the University of Dayton. He enlisted in the Air Force as a 2nd Lieutenant during World War II and was discharged a lieutenant colonel.

"Production Road" Interesting Publication

A FEATURE ARTICLE in the latest issue of Production Road, "Every Day Is Selection Day In America" points that there is an election going on in this country constantly—not just every few years. This election—call it "selection", if you will—is of the goods and services that millions of Americans purchase and use daily.

Production Road is a publication of the Twin Disc Clutch Co., Racine, Wis.—the world's largest manufacturer of friction and fluid drives for industrial powered equipment. The magazine also includes articles and timely tips on the efficient application of these drives.

Copies of this colorful book may be obtained by writing the Editor, Production Road, Twin Disc Clutch Co., Racine, Wis.

Procoat Is New Varnish Formulated Of Polyester

AN ENTIRELY NEW MARINE varnish will be introduced by Fibre Glass-Evercoat Co., Inc. of Cincinnati, O. at the forthcoming New York Boat Show, the Chicago show and the Miami International Boat Show, according to news recently released from the manufacturer.

This can bears Fibre Glass-Evercoat's distinctive label.

This new product is called *Procoat* and is said to be an improved varnish that will add years of life to covered areas and to give a lasting glossy-like finish. The firm also reports that this new varnish will give lasting protection of from eight to ten times as long as ordinary marine varnishes. In formulating this product, the manufacturer found through research that the oils used in ordinary varnish are broken up by the ultra violet rays of the sun, causing quick deterioration. Because of this finding Procoat is a Polyester and does not contain such oils, thus producing far superior results, it is claimed, and it can be used with or without glass fabric.

The company will be glad to furnish further details and information to all who request it.

For More Information Write No. 1127 on "More Data Card"

More Data No., A. I. D. Ltd. 317

Exclusive **Wholesale Distributors Serving—**

New York
New Jersey
Eastern Penna.
Lower Conn.

In addition to warehousing a complete line of superior, Super-Harboard and Harborite Marine Plywood in both Trenton and Newark, Interstate Lumbermen's Supply Co. also stocks Baylaun Philippine Mahogany and a wide variety of marine fir and mahogany plywood. Our Sales Representatives stand ready to call on you upon request.

Interstate Lumbermen's Supply Co.
288 Nye Avenue • Newark, New Jersey
Telephone: ESsex 5-9000

Mail this coupon and we'll rush you Harborite sample and details.

Name .....

Address .....

City ..... Zone .....

State .....

New Race-Lite Items To Be Displayed At Show

AMONG THE NEW fittings to be shown by the RACE-LITE Division of E. F. Griffiths Co., in Philadelphia, Pa. (Booth D-116 at the National Boat Show in New York) will be the RL-356 and RL-357 Roller Action Jam Cleats. Departing from the conventional cam action cleats, this fitting is designed for fast, easy operation with less rope wear, states the manufacturer.

A new RACE-LITE catalog for 1957 will feature this and other sail boat accessories and can be obtained at the booth or by writing to the manufacturer direct.

For More Information
Write No. 1215 on "More Data Card"

J-W Gas Detector Units Available In Two Models

HAVING MANUFACTURED marine and industrial gas detecting gear for some three decades, Johnson-Williams, Inc., of Palo Alto, Calif., reveals its J-W Sniffers are selling so fast today that they are considered all-but-indispensable accessories for 1957 outfitting.

Control panel, combustible gas detecting element and indicating meter of popular Model MC-1.

Most popular Sniffer is the MC-1, composed of a control panel and hermetically-sealed indicating meter—both of which are usually located near the helm—which is connected to the combustible gas detecting element, normally installed low in the engine compartment.

An MC-2 model has a pair of detecting elements for separate checking of as many compartments. An MCA automatic warning light and buzzer alarm is marketed as an accessory to the Sniffers.

An interlock arrangement keeps the engines from being started until the Sniffer—fashioned throughout of corrosion-resistant materials—is on.

For More Information
Write No. 1128 on "More Data Card"

STOCK UP on the line that gives you "Industrial Quality"

SANDPAPER & DISCS
Boat finishers appreciate how top quality means faster cutting, less filling, longer use. A complete line of discs, sheets for oscillating sanders, and belts.

BEHR-CAT MASKING TAPE
The quality standard of industry... sticks tight...pulls away cleaner... no gummy residue to clean off. Makes sharp professional curves and edges. Customers prefer the handy-grip dispenser box, too.

BEHR-MANNING Co.
a division of
NORTON COMPANY
Troy, N. Y.

Behr-Manning Products: Behr-cat Tapes • Sharpening Stones • Coated Abrasives • **Norton Products:** Abrasives • Grinding Wheels • Grinding Machines • Refractories

More Data Nos., Interstate 318 and Behr-Manning 319

LUMEX OUTBOARD MOTOR CARRIERS, STANDS and BOAT DOLLIES

The BIGGEST DOLLAR VALUE

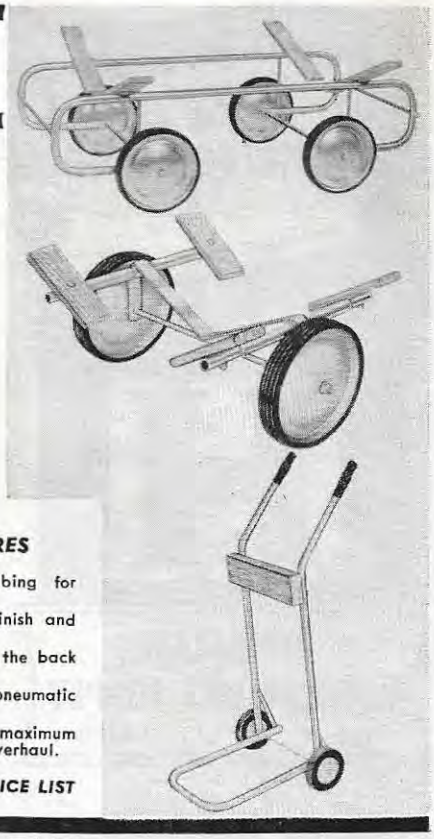
in Outboard Motor Handling

New Non-Tip Triangle Braced Design Gives Maximum Strength and Stability.

LUMEX BOAT DOLLIES FOR EASY ONE MAN HANDLING OF BOATS UP TO 500#, AT MINIMUM COST.

LIGHTWEIGHT ALUMINUM CONSTRUCTION

• QUALITY • CONVENIENCE • ECONOMY



COMPARE THESE FEATURES

- High Strength alloy aluminum tubing for lightness and durability.
- Bright aluminum for rich, lasting finish and corrosion resistance.
- Balanced design takes the load off the back and puts it on the wheels.
- Heavy duty oilite bearing semi-pneumatic wheels for smooth rolling.
- Full accessibility of motors plus maximum stability for easier service and overhaul.

WRITE FOR 1957 CATALOG AND PRICE LIST

LUMEX, INC.

11 CLEVELAND STREET • VALLEY STREAM, N. Y.

NEW 1957 BOATS *Continued*

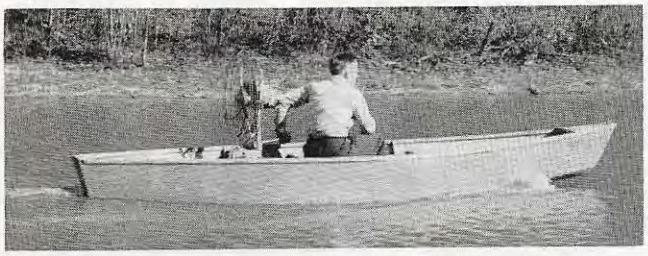
Airboats

The Airboy Skimmer, designed especially for use with air drive outboard power, will be introduced at the Chicago National Boat Show by Airboats, Inc., St. Louis, Mo.

A 15′ boat with a displacement-type hull, the new Airboy Skimmer has a 48″ beam, a depth of 16″ and weighs 120 lbs. It's of plywood and available with fiberglass covering at extra cost.

Airboats claims the Skimmer has the efficiency of a square stern canoe. The front is V'd, but the bottom is flat from about one-third back to the stern. It seats four adults.

An exclusive feature is an auxiliary transom, used for mounting the airdrive power amidships when the boat is used by a single person. The idea is to prevent drag resulting from the bow being up and the stern down.



Skimmer has been especially designed for use with air-drive outboard power.

The 1957 Sportsman features front steering, rather than rear-steering used last year. The deluxe model has tail fins and a slightly blunter nose to afford more legroom. This is a 15′ plywood boat, fiberglass covered and powered with a 65 hp aircraft engine to speeds of 37 mph.

Changes on the 19′ Traveler, a step-hydroplane of fiberglass-covered plywood, are less obvious. There's a new color scheme and new chrome additions. This model reportedly hits 55 mph when powered with a 190 aircraft engine.

Airboy air-drive outboards, manufactured by Airboats, feature a new muffler design this year and the manufacturer says it does its job with minimum loss of power. The twist-grip throttle, neoprene motor mounts, turbo-thrust propeller wrap-around guard assembly and adjustable angle transom brackets introduced in 1956 have been retained. Airboats produces two Airboy outboards—Model 40 is a 4 hp power plant and Model 20 is rated at 2 hp.

Robert Inman, president of Airboats, reports increasing interest in his air drive outboards by ice boating enthusiasts, ice fishermen and ice expeditioners. He recently shipped two 4 hp. Airboys to Alaska.

For More Information Write No. 1129 on "More Data Card"

Flyin' Flivver

Boomed as the safest high-speed boat ever built with outboard motors from 5 to 30 hp, the 8′ 2″ Flyin' Flivver is scheduled for presentation at the Chicago Boat Show as "the sports car of the waterways" by the Moderne Cabinet Works of New Prague, Minn.

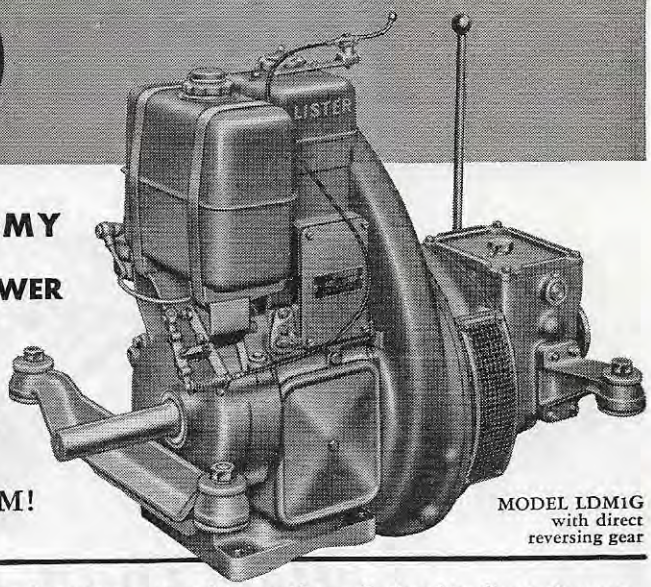
The 110-pound fiberglass runabout has been assigned a 54″ beam for extra stability whether it is being em-

More Data No., Lumex 320

What you've long wished for!

AIR-COOLED SMALL DIESELS

BY Lister



MODEL LDM1G
with direct
reversing gear

DIESEL SAFETY · SIMPLICITY · ECONOMY

Surprisingly low-priced when compared to gasoline engines

PROPULSION POWER
For Medium Sized, Medium Speed Boats—
Sail, Power, Pleasure, Commercial.

AUXILIARY POWER
For *Any* Boats

Model LDM-1 1 cyl. *3½ HP @ 1800 RPM. Only 24½" high, 19" wide
Model LDM-2 2 cyl. **7 HP @ 1800 RPM. Only 28" high, 20¾" wide

HUSKY, HONEST HORSEPOWER
THAT REALLY DELIVERS EVEN AT LOW RPM!

*5 HP Gross Rating **10 HP Gross Rating

Immediate starting, complete air-cooling, in temperatures from sub-zero to 130°. Surprisingly low weight per horsepower. Unbelievably quick, easy installation. Parts and service in principal ports. A product of the manufacturers who provide auxiliary diesel power for over three quarters of New England's fishing fleet, and auxiliary and propulsion power (3½ to 600 HP) for countless craft coast-to-coast and the world over. Built to Lloyd's requirements.

Your customers have long wished for such an engine. You have waited for one to sell to a large, eagerly-anticipating market. Write for details, prices, discounts. See these air-cooled and other Lister Diesels at the New York Motor Boat Show! Booths 194 & 195.

LISTER-BLACKSTONE, INC. · 42-32 21st Street, Long Island City, N. Y. · Tel.: STillwell 6-8202

ployed as a family speedboat; with its inset motor board, a "terrific" ski-tow vessel, or as a comfortable duck boat.

150 pound Flyin' Flivver is high-speed craft for use as ski tow or family boat.

Available in red, yellow, or white, the Flyin' Flivver assertedly has enough pontoon air chamber buoyancy to support 700 pounds and applies advanced engineering principles which are said to allow a higher power-to-size ratio than heretofore possible.

Two centers of gravity are created by a pair of pontoon keels, which afford non-skid right or left turn control, the manufacturer claims.

Flyin' Flivver publicity gives appropriate space to an endorsement by Dick Pope, impresario of the Cypress Gardens aqua shows, who labels the sporty boats "... the most thrilling yet the safest . . . Cypress Gardens has ever used."

Television appearances to the Flyin' Flivver's credit includes Godfrey and His Friends, Going Places, and Wide, Wide World.

For More Information Write No. 1130 on "More Data Card"

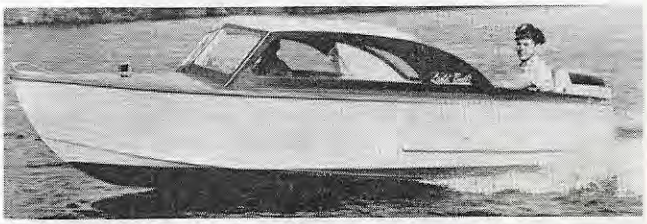
Ladd

Five plywood craft—an 18-footer and a pair each 14′ and 16′—are the newest of the Ladd Built Boats for 1957 out of the factory in Stockton, Calif.

Designed to answer the need on the Pacific Coast for a family boat which triples as a day cruiser, ski boat, and fishing vessel, the 18′ Hard Top is equipped with fiberglassed weather decks and a fixed V-windshield along with Plexiglas side windows.

The Hard Top's hull—with its 7′2″ beam and forward and aft depths of 3′ 8″ and 2′ 6″—is the same as the Ladd Built 18′ Cruisette so popular in the San Francisco bay area.

Another Hard Top, the Mermaid, co-stars in the 16′ class with the Mermaid Fisherman, sharing 32″ depths at the deck, 33″ and 22″ forward and aft freeboard readings, and 5′ forward decks.



This new Ladd Built Mermaid hard top is ideal for family use or fishing comfort, say its designers.

The 440-pound Mermaid Hard Top has a beam just an inch wider than the 71″ extreme mark on the Fisher-

(Continued on page 524)

More Data No., Lister Blackstone 321

BALKO QUALITY BUILT TRAILERS

SHIPPED

PRE-ASSEMBLED

Better Than Ever!

COMPLETE LINE FOR BOATS FROM 300 TO 1500 LBS., AND IN LENGTHS FROM 12 TO 18 FEET.

BALKO INC. Box 309 Ladysmith, Wisconsin

LADD

(Continued from page 523)

man and lays claim to a custom-made appearance with the aid of the new "V" windshield, plywood decks, and fiberglassed cabin top.

Designed for the most powerful outboard motors and sporting a removable "park bench" type rear seat, the Mermaid Fisherman weighs 375 pounds and is available with either mahogany plywood or fir plywood decks.

Built particularly for higher-powered motors and rough water action, the 14′ Marlin Deluxe features a divided center deck, deep-vee bottom shape for smooth riding, and flared bow and spray rails for dryness insurance.

Heavier keel and extra longitudinal stringers, plus a heavy oak transom, equip the 350-pound Marlin Deluxe to handle the larger motors; dimensions include a 62″ beam, 29″ depth at the deck, forward and aft freeboard of 29″ and 21″, and a 60″ forward deck.

Its transom sharply raked and its hull stronger with the use of six longitudinal stringers and ¾″ plywood girders, the 14′ Meteor is designed as a fast outboard runabout and water ski boat and has been clocked in excess of 30 mph with an Evinrude 30-hp Lark.

The outboard motor bracket is built-in, and controls may be mounted for right- or left-hand drive on a panel below and forward of the front seat. The well-put-together boat—61″ beam, 24″ depth at the deck, 23″ forward and 18″ aft freeboard, 6′ forward deck, and 325-pound weight—will assertedly corner faster for the incorporation of anti-trip chines and a fin.

For More Information Write No. 1152 on "More Data Card"

Crestliner

Fashioned of fully-tempered aluminum, the 1957 line of boats manufactured by the Crestliner Corp., Strasburg, Va., is given a glowing sendoff by Sales Manager Guy F. Didawick.

Emphasizing quality, styling, and performance, the line is enriched this year by the addition of such craft as the Voyager-15 convertible; the Viking-14 Deluxe; the Deluxe Commander-12, and a 21′ cabin cruiser.

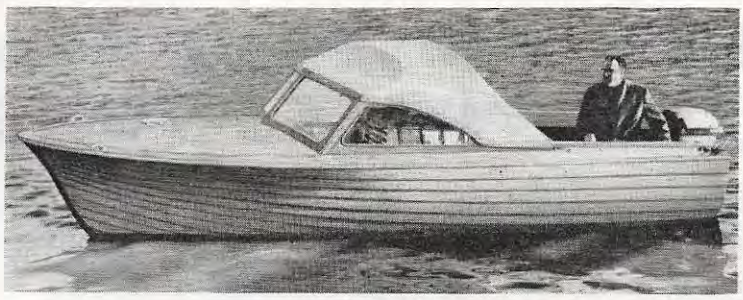
Crestliner aluminum boats for 1957 will emphasize quality, styling and performance.

The always-popular Voyager hull is given a smarter appearance by a new modern-styled top, and the Viking and Deluxe Commander share metallic green and white paint jobs.

The Viking is a runabout ideal both for water-skiing and family riding, and deluxe upholstery and inside appointments doll it up even more; the younger set is the target for the enjoyment of the speedy Deluxe Commander-12 with its bucket seats for added roominess.

More Data No., Balko 322

NEW **FINLANDER boats**



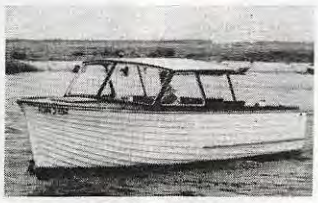
17' RUNABOUT

Finnish craftsmanship and American design combines beautifully in these solid wood clinker skiffs for both outboard and inboard power. Designs by Philip L. Rhodes and others. Open Runabouts in 17' and 19'. Shelter Cabins in 21' and 24'.

19' RUNABOUT

This new quality line from Finland is moderately priced, yet includes such unusual features as soft nose and battleship flare. Dealers and distributors! Write for complete story or see us at

N. Y. BOAT SHOW — Booths D48-49



21' SHELTER CABIN

FINNWARE TRADING CORPORATION
1141 Broadway, New York 1, N.Y.
LE 2-6086

FACTORY SHOWROOM: 453 City Island Avenue (Sagman's)
City Island 64, N. Y., CI 8-1107

Other improved Crestliners for this year include the Voyager-18 hardtop, now painted in a two-tone color scheme, and the Commodore-14 with a pair of new deck lengths.

Parent organization of the Strasburg corporation is Larson Watercraft, Inc., of Little Falls, Minn.

For More Information Write No. 1131 on "More Data Card"

McKean

"Sail-ho" increasingly means there's a Blue Jay planing a sea as the Mamaroneck, N. Y. firm reports adoption of its sailing craft by growing numbers of Boy and Girl Scout groups, YMCA and YWCA sailors, recreation commissions and similar organizations.

13½' Blue Jay with crew forward ready to pick up mooring.

McKean's 1957 line includes 13½' Blue Jays and sailing prams available in 8', 9' and 10' lengths.

McKean prams can be rowed, sailed or powered with outboards to 5 hp for the 10' model. Sailing rig on these is easily demountable and stores completely inside the hull.

All McKean models are available in fir or mahogany waterproof plywood. The company says the prams are roomy, have good carrying capacity and row easily. They can be

(Continued on page 526)

YOUR PASSPORT TO DISTRIBUTOR'S PROFITS

Craftsmanship . . . Quality . . . Dependability . . . Price . . . and PROFITS ! Reasons why Kencast Marine Hardware will increase sales and customer satisfaction.

OAR LOCKS
Sturdy cast to meet rigid Marine specifications. Also available as cast, chrome or brass plated.

TANK-ANCHORS
Every owner of an outboard motor a prospect. Tank-Anchors sell themselves with secured safety feature. Set of 3 clamps retails for $4.69.

Interested? . . . We'll send complete details, prices, and sample upon request written on your letterhead. Get set for increased distributor profits now.

KENCAST MARINE HARDWARE
Jefferson at Garden S. E.,
Grand Rapids, Mich.

More Data Nos., Finnware 323 and Kencast 324

INCREASE SALES & PROFITS!

with New and Original Products by Marineco

"UP or DOWNER" . . .

Yachting Cap—Exclusively Fashioned by Marineco for the Woman Boater.

May be worn 6 attractive ways! Gives Protection from Cold, Wind, and Sun. Washable! Water Repellent!
One size fits all women. . . . . .

AVAILABLE IN A VARIETY OF COLORS. CORDUROY AND SAILCLOTH

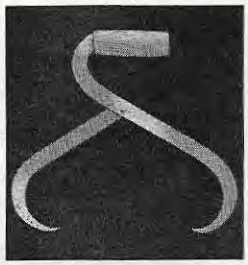
. . . $3.95 list

Stainless Steel ICE TONGS

The answer to a long standing need of Yachtsmen. Won't Rust . . . Flat and Compact. Will Handle Any Standard Size Block of Ice.

Rubber Neoprene Handle for ease of carrying!

$5.95 list



MARINECO

Division G. K. Distributing Co. Inc.
208 South Second Street
Oregon City,
Oregon

Don't Delay, Write Today!

FOR ADDITIONAL DETAILS WRITE:

TARP-SEAL

Neoprene MARINE SEALER

ONE PRODUCT!
ONE PACKAGE!
FOR EVERY PART OF YOUR BOAT

SAVES THE COST OF ALL THESE

- rubber sealer
- marine glue
- canvas filler
- canvas cement
- bedding compound
- linoleum cement
- canvas patching cement
- seam filler
- canvas preservatives
- double plank cement

6 oz. PLASTIC SQUEEZE BOTTLE $1.35

COLORS: WHITE MAHOGANY BLACK O. D.

BULK SIZES: half-pint pint • quart gallon

Enquire about our Neoprene Mastic Super Sealer. Ideal for wood boat construction.

Tarp Seal is flexible • water proof — permanent • fire resistant — oil, gasoline atmospheric, heat, cold & salt water resistant. ADHERES TO TEAK

See Your Dealer or Write Direct

TARP SEAL ADHESIVES
2555 BOSTON ROAD • NEW YORK 67, N.Y.

McKEAN

(Continued from page 525)

towed or stowed in davits from lifting rings bolted in the transoms. And the transoms are reinforced.

Robert B. McKean reports his firm's Blue Jays have been selected again as midget championship boats for the Junior Yacht Racing Association of Long Island Sound for 1957. In 1956, he says, a record number of 19 clubs participated in the midget championships in Blue Jays.

Among the latest groups to join the ranks of Blue Jay sailors, he says, are Watch Hill Yacht Club, Rhode Island; Lenox School, Lenox, Mass.; Pettipaug Yacht Club, Essex, Conn.; Brant Beach Yacht Club, N. Y.; Tampa Yacht Club, Fla. and a number of others.

For More Information Write No. 1132 on "More Data Card"

Hampton Shipyards

Hampton Shipyards, Inc., of East Quogue, Long Island, N. Y. is offering a 26′ hardtop sport cruiser for 1957 with deluxe appointments and fittings. Hampton Shipyards assumed its new name when Fred and Mario Scopinich assumed ownership of Southampton Shipyards. The two are designers and builders of Scop cruisers.

Their 1957 sport cruiser is equipped with a 125 hp Chrysler Crown marine engine and has a top speed, with this installation, of 24 mph. The craft features a dinette which converts into a double berth and two single berths forward. The spacious galley provides abundant countertop working space and cupboard room for storing utensils and supplies. The extra working area is the result of a unique kind of "drop leaf" arrangement for work space when it's needed and roominess when it's not in use.

More Data Nos., Marineco 325 and Tarp Seal 326

Make Tie-in Sales For Bigger '57 PROFITS

With **LAKE**

OUTBOARD CARTS

*As Low as $12.95

SPORTSMAN'S CHOICE carries 25 hp. motor, gas can, equipment. Rack included. Retail $15.95*

- Extra strong tubular steel, lightweight construction.
- Jiffy-fold adjustable legs. No tightening or adjusting.
- Sturdy wheels with 10" x 1.75" semi-pneumatic tires.
- 2" x 6" x 16" motor mount rack for safe carrying.
- Rust-proofed, baked enamel, weatherproof finish.

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DUAL WHEEL BEAUTY . . . carries 40 hp. motor, gas can, equipment. Rack included. Retail $21.95*

Lowest Priced

Strongest Built

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There's a good-sized two-door ice chest, too. There are accommodations for hanging clothes in the fully-enclosed private toilet compartment in addition to the inclusion of a three-quarter length clothes locker in the cabin.

As to construction, the cruiser is built of mahogany, with cedar planking and oak keel and framing. The craft uses bronze and monel fastenings. All mechanical castings and hardware are bronze; deck hardware is chrome-plated for a lasting, lustrous finish that resists corrosion and wear. Decks and cabin superstructure are fashioned of Philippine mahogany that's been stained and varnished for long-lasting beauty. The cabin top is fir plywood, covered with marine quality canvas. An electric horn and bilge pump are standard equipment on this 1957 Scop cruiser.

For More Information Write No. 1133 on "More Data Card"

Thompson Bros.

Sealap . . . That's the safety-lap feature that Thompson Bros. Boat Mfg. Co. of Peshtigo, Wis. and Cortland, N. Y. builds into its new line of crafts currently being introduced to the marine trade.

Not that these are unfamiliar craft to the boating trade. But Thompson Bros. will go to the boat shows, ready to explain what Sealap construction is and how it benefits the boater. It is a tangible feature, says the firm, not just a selling point. This kind of construction, Thompson Bros. points out insures a greater measure of safety.

Thompson representatives at the boat shows won't do it, of course, but if they were to pull one of the lapstrake models apart, it would uncover planks that are brass-bolted from stem to stern, with a rubber

(Continued on page 528)

FEATHER CRAFT

more style

. . . more stamina

with anodized COLOR

Feather Craft's glamorous new colors are anodized . . . producing a surface many times harder than paint . . . preserving the long-life, tough-wearing, low-maintenance features of aluminum construction. See the style-setting gold and blue CLIPPER and many new Feather Crafts at the boat shows, or write for catalog.

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In Canada: Fleet Manufacturing, Ltd., Fort Erie, Ont.

More Data Nos., Lake 327 and Feather Craft 328

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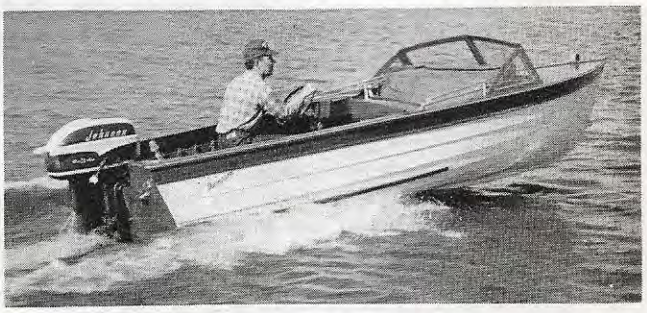
THOMPSON BROS.

(Continued from page 527)

mastic forming a watertight bond between the planks. That's Thompson's Sealap "for safety."



This 16-footer — the Sea Coaster Special — will handle outboard power to 40 hp.

Style is another feature kept uppermost in the minds of Thompson Bros. designers and engineers. New models feature, among others, pastel shades of ice blue and sea green. And there'll be different models in various styles, sizes and price ranges for the boat show-goers to examine, too.

They'll see Thompson Lap-Chine models, too, which represent, according to the builder, 50 years of experience. These craft have smooth marine plywood sides and bottoms, put on in sheets. But, at the chines where sturdiness is required, marine planking is lapped to form, rugged, rounded safety-lap chines. This, says Thompson Bros., offers greater seaworthiness and affords ease of handling even in rough waters.

Seven lap-chine boats in 12′ and 14′ lengths, plus a 16′7″ Sea Lancer that Thompson's calls a "cruising

More Data Nos., Cotton Hanlon 329 and Meyercord 330

BILT-WELL BOAT TRAILERS ARE BEST

MODEL B-1500

Will load and unload with less effort and more ease than any other trailer. This easy handling Heavy Duty Trailer has a capacity of 1,500 lbs., 600 x 9 x 6 ply tires, trailer width 73". Shipping weight 550 lbs.
List price $399.50

MODEL B-800

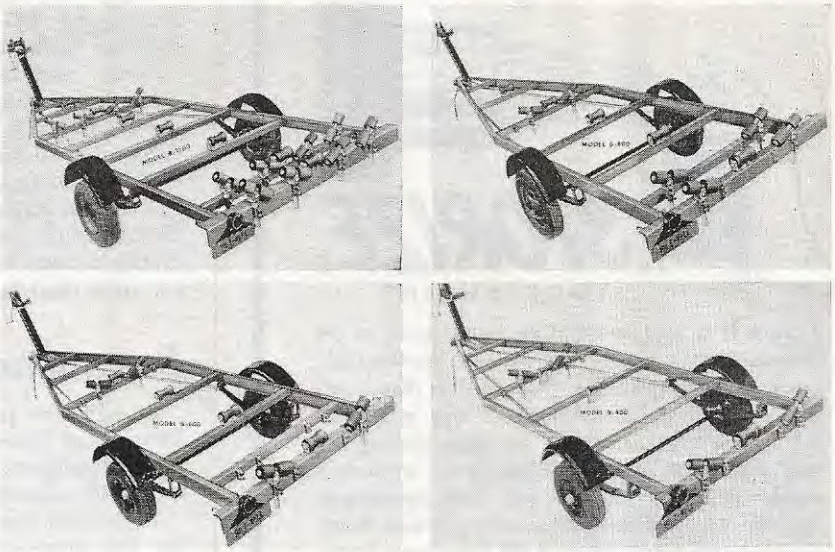
The most rugged trailer made. Has the popular 4.80 x 12 x 4 ply demountable wheels. Capacity 800 lbs. Shipping weight, 275 lbs.
List Price .....$219.50 (tax included)

MODEL B-600

Our most popular trailer for 14 ft. boats with motor on transom, or 16 ft. boats without motor. The BILT-WELL system of launching and loading is at its best with this model. Has 500 x 8 x 4 ply high-speed tires on demountable auto type wheels. Capacity 600 lbs. Shipping weight, 250 lbs.
List Price .....$185.50 (tax included)

MODEL B-400

Our best design for 12 ft. boats, with motor on transom, or 14 ft. boats without motor. This rugged one man operated trailer, trails like a shadow at any speed. Has 4.80 x 8 x 4 ply high speed wheels. Capacity 400 lbs. Shipping weight, 150 lbs.
List Price .....$135.50 (tax included)



Micro-Fit Winch Stand & Bow Stop standard equipment on all models. Winch stand adjustable forward and backward for correct balance. Bow stop adjusts up or down to fit any contour boat.

BILT-WELL BOAT TRAILER COMPANY

Write for attractive dealer proposition

82ND BREWSTER AVENUE
PHILADELPHIA 42, PA.

model for the one-motor family", are vying for attention this year.

Nine other models ranging from 12′ to 18′ in length bring the Thompson total to 17 for 1957, a year the company anticipates will be the best yet for its style of boats.

Details are scarce concerning the Sea Lancer, pending a soon-to-be-announced bill of particulars, but this much is known: It's a single-seater, weighing 535 pounds and measuring 74″ at the beam and 32″ deep amidships.

Thompson Bros. dubbed them trailer boats because they can be put into and taken out of the water endlessly without fear of leakage.

The only 12-footer in the septet is the 502 LC Take-along, a 145 pound two-seater with a 12″ deck, 18½″ depth, and 48″ beam. Each of the 14′ craft has three seats, and the 503, 504, and 505 are Hi-Speed fish boats with 30″ decks, while the 603, 604, and 605 are runabouts with 48″ decks.

The 503 and 603 share 18¾″ depths and 48″ beams and weigh 220 and 230 pounds respectively; the 504 and 604 have in common 20½″ depths and 52″ beams, while the weight differential is again 10 at 250 and 260, and the 505 and 605 have only one dimension alike, the 56″ beam . . . the former is 23½″ deep and weighs 280 pounds, the latter 23¾″ deep and 290 pounds.

The lap-chines' trim and transoms are of Philippine mahogany, with supporting members of Appalachian white oak. Below their waterlines, their planking is of marine grade fir plywood; above, it's of marine grade mahogany plywood.

Production in the company's canvas line is limited to the 240 12-46 TVT Take-along and the 242 14-50 TVT

(Continued on page 530)

Now You Can Have An Outboard Built of 10 Ga. Steel, That Has Everything & More Too Of A Craft Built With Any Other Material & Take Twin-60 H.-P. Motors.

ALL STEEL CASEY CRAFT TOPS IN SPEED

P. O. Box 175, Mermentau, La.

Dealers — Are You Going To Be Ready for the Trend to Steel?

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...Something NEW

• Here is a rust preventive compound in an aerosol bomb ready for instant use—quick, easy, and inexpensive. No engine disassembly necessary. Simply direct the mist into the carburetor air intake passage during the last operation of any inboard or outboard motor prior to lay up for any prolonged period. Normal flow of intake mixture floats preservative particles into all passages, forming protective STORIZE film over each valve stem, valve seat, and cylinder walls.

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NEW! U-MAK-IT LAPSTRAKE BOAT KITS

Now . . . Lapstrake Skiff Kits, too!
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Simple interlocking lapstrake planking, a construction found in the finest custom built boats, adds superior performance and beauty.

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showing all models 8 to 23' prams, rowboats, outboards, cabin cruisers, skiffs, also accessories. All you need to build your own.

"Dealer Inquiries Invited"

U-MAK-IT products 705M Whittier Street BRONX 59, NEW YORK

THOMPSON

(Continued from page 529)

Take-along, both of which are covered with Aqua-Dope for a hard and durable finish.

Rounding out the fleet are two-seated lap-strake sextet—the 14′ Family Runabout, Skiff Special, and Double Cockpit, and the 16′ Family Runabout, Sea Coaster, and Double Cockpit—and the 18′ Off-Shore Fisherman Deluxe, whose 80″ deck and beam, 38½″ depth, and 875-pound weight make it ideal for fishing or family use on large bodies of water.

Thus, Thompson Bros. offers a line of Sealap and Lap-Chine models in a choice of colors and models for 1957. They'll be exhibited at shows or the firm will gladly answer any inquiries that are sent them.

For More Information Write No. 1134 on "More Data Card"

Dreamboat

Singing the praises of marine living, officials of the Dreamboat Manufacturing Corp. are training the spotlight of publicity on their Sunliner and Deluxe Vacationer floating houses for 1957.

Both craft are constructed of oak framing and Douglas Fir plywood, which have been completely sealed with wood preservative before being painted with top-quality marine paints and varnishes.

Offering "both a boat and a cabin at less than the normal prices of either", the 30′ Sunliner features 190 sq. ft. of cabin space with 6′ 6″ headroom; 60 sq. ft. self-bailing raised afterdeck, beneath which are utilities and storage space; a 35 sq. ft. foredeck; a 190 sq. ft. sundeck, with handrails, atop the cabin, and catwalks 12″ wide around both sides.

This Vacation Deluxe craft by Dreamboat is called a cruisable cottage by manufacturer.

The craft's beam is 10′ without, and 12′ with, the catwalks, and draft is 6″; the rubber-mounted external transom of the 3,400-pound craft is sturdy enough to accommodate a pair of outboard motors, and speeds up to 10 mph are realized with but a single 25-hp motor.

Capable of speeds to 14 mph with a single 25-hp outboard and of planing at 2/3 throttle, the Deluxe Vacationer manufactured by the Guntersville, Ala., firm is able to go anywhere thanks to its draft of only 5″.

Beam of the versatile Vacationer is 10′ with catwalks, says Dreamboat, with other specifications reading as follows: cabin, 100 sq. ft. of space with 6′ 6″ headroom; raised self-bailing afterdeck with storage room below, 64 sq. ft.; foredeck, 30 sq. ft., and a sundeck with handrails on the cabin roof.

Standard equipment for both Dreamboats includes a sundeck railing and awning; a galley with sink and spigot or pump; a 100-pound capacity icebox; a two-burner alcohol stove; a 42-gallon pressure water system; built-in shower; a head with bilge pump attachment; cabin and running lights; steering controls with

More Data Nos., G. A. Barker 333 and U-Mak-It 334

NEED AN EXTRA HELPER?

ONE WHO WILL HELP YOU SELL MORE ROPE?

THEN ORDER YOUR WALL ROPE RACK TODAY!

This new compact metal rope rack holds a complete line of Cartoned Rope, including Multi-Coil Packs of Manila and Nylon. Keeps your cut stock neat and within easy reach. The Wall Rope Rack acts as an attractive display to help stimulate those "IMPULSE" sales. Designed for convenient handling and easy assembly, the Wall Rack measures 59" x 51¼" and 19" deep. Constructed to hold the larger rope cartons, the Wall Rack is compact enough to occupy a minimum of valuable merchandising space — and this important new sales aid is free!

THE WALL ROPE RACK IS FREE

With any rope order of $200.00 or more, Wall Rope Works, Inc. will send you the Wall Rope Rack free of charge, shipped prepaid in a knock down carton. Why not take advantage of this valuable introductory offer now. Select your rope order from the many Wall Products. Send in your order for $200.00 or more and the Wall Rope Rack will be sent to you free.

VISIT OUR BOOTH AT NATIONAL BOAT SHOW IN NEW YORK

Write to: **WALL ROPE WORKS, INC., 48 South Street, New York 5, N. Y.**

EST. 1830 WALL ROPE

nylon-covered cables; a dinette, and a fiberglassed exterior.

The Sunliner is laid out with two clothes closets and a stateroom containing a full bed with storage drawers underneath it, while the 2,400-pound Deluxe Vacationer has just one closet and an upholstered Pullman-type bunk arrangement which serves as seats by day and sleeps four at night.

Ceilings of the cabins of both craft are panelled and insulated with 2″ fiberglass, and glassed Scotch plaid or fiberglass solid colors distinguish their decks, floorboards, catwalks, galleys, tables, and showers. Tops, sides, and bottoms are scarfed into continuous one-piece panels, and front and rear jalousie windows as well as side sliding windows are screened.

Among optional items available for both are 35- or 65-hp inboard engines; 84-gallon pressure water systems; hydraulic steering; 110-volt, 500-watt AC generators, and double sundeck railings and front storm curtains.

Dreamboat fans may participate in a unique Botel, Inc., arrangement which has been organized for the purpose of popularizing floating houseboating. Members may buy the corporation's boats wholesale and—with the purchase of three—will be granted dealerships if no established dealers are in their areas.

For More Information Write No. 1135 on "More Data Card"

Finlander

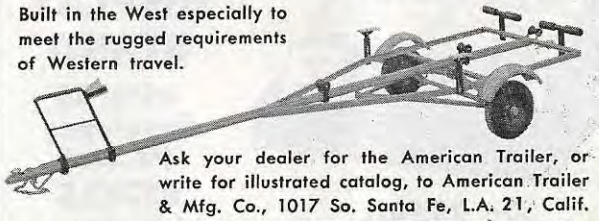
Four clinker-built skiff-type boats—all but one of them planked with ½″ Northern or Arctic pine—comprise the Finlander line for 1957, according to the New York city importer, the Finnware Trading Corp.

(Continued on page 532)

When you're out for fun..enjoy safe, carefree outings with the long-haul

***American* BOAT TRAILER**

Built in the West especially to meet the rugged requirements of Western travel.



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Since 1932

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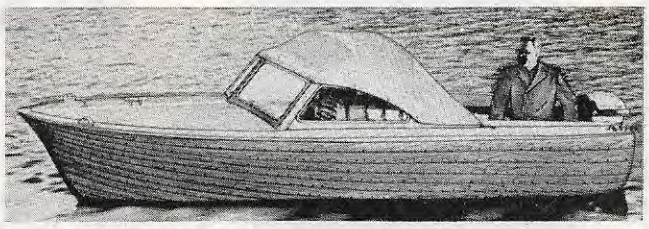
Send for 1957 Shear Pin Chart
See us at the New York Show, Booth #D-69—Chicago Show, Booth #502
OLSON CO. SARASOTA, FLORIDA

FINLANDER

(Continued from page 531)

The four Finncraft are 17′ and 19′ outboard runabouts; a 21′ outboard shelter cabin model, and a 24′ inboard shelter cabin version. The smaller boats have been redesigned by Philip L. Rhodes, and special Finlander models are available in 26′ and 30′ lengths, as well as sailboats 28′-40′ long.



One of four versions of the Finlander clinker-built sea skiffs of Northern pine planking.

Two options are possible with the 74″-beamed 17′ outboard runabout: it may be purchased as a white utility-type craft with marine plywood deck and a wrap-around windshield, or as a Deluxe with a solid slat deck, full-sized mahogany windshield, and sunken rivets.

White is the basic color of the Finlanders, but the Deluxe 17-footer and the 19′ mahogany-planked runabout feature a choice between a lacquered and white appearance.

Although a watertight motor well for two outboards is part of the 19′ runabout, spokesmen for its manufacturer report that it is also adaptable for a 45-hp Fageol V-drive engine. A mahogany windshield and sunken riveting are among its features.

The shelter cabin models both boast solid slat decks and hatches, the 21-footer's hardtop cabin providing sleeping accommodations for two—by way of seats which convert to a pair of bunks—and the 24′ inboard sleeps four on two below-deck bunks and two convertible seats.

Two motors can be installed in the watertight well in the 21′ outboard, but a 65-hp Universal Aqua-Pak V-drive engine can be employed for power derivation. The 90″-beamed boat has an enclosed head and openable windshields.

The 24′ by 8′ crusier is equipped with a box-type head and a round transom, and is said to perform most effectively when powered by a 100-hp Gray Marine engine.

Soft noses and a battleship flare characterize all Finlanders, which are copper-riveted throughout and bronze-fastened and whose oak frames have 8″ centers.

A story which appeared in a recent edition of the New York Times, while dealing to a great degree with the pickup in imports of small pleasure craft and attendant efforts by boatbuilders in this country to have tariffs raised as a protective measure, also explained the Finns' preference for their own Northern pine over plywood.

Favored by the Vikings of old, the pine is said to grow slowly in the northern regions; to be dense in grain; to have a high tensile strength; to be lighter than, but equal in strength to, mahogany; to blend well with mahogany, and to possess a high breaking point in both lapstrake and carvel planking.

For More Information Write No. 1137 on "More Data Card"

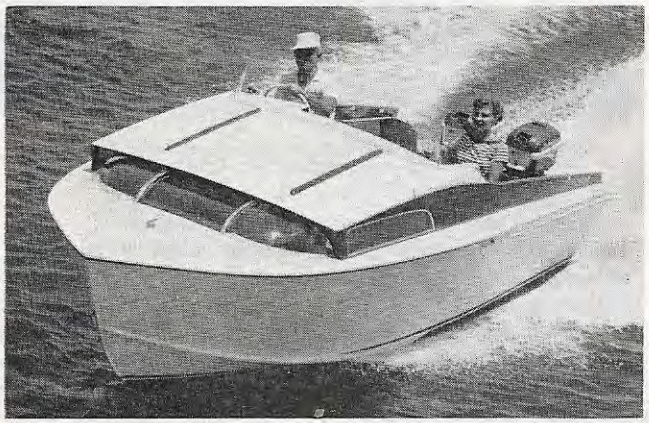
More Data Nos., Portable Light 337 and Olson Pins 338

Ferbend

Differing from a version introduced last August only in its painted plywood cabin sides and hardwood transom, a new 19′ family outboard cruiser has been placed on the market by S. U. Ferbend, Inc., of Morganfield, Ky.

In one other important matter does it differ, adds company President S. U. Ferbend: the new and improved model costs less. Designed by the famous Miami marine architect, Richard C. Cole, the 19-footer will highlight the concern's display at the Chicago Boat Show Feb. 8-17.

Looking beyond those dates, Ferbend has announced that a utility model without a cabin will be readied for entry onto the market early in the summer.



This 19′ family outboard cruiser by Ferbend costs less than its counterpart introduced last year.

Light enough at 975 pounds for easy loading on a conventional boat trailer, the Ferbend is a semi-vee craft with longitudinals, keel, and chines of white oak which are joined with full-length marine plywood bottom and sides by screws and waterproof glue.

The same novel wood-weld construction which gives airiness to the hull imparts stability to the craft through its use in fastening bulkheads to the sides, Ferbend reveals.

Vital statistics of the cruiser are an actual length of 18′ 10″; 90″ beam; 8″ draft, and freeboard of 36″ forward and 22″ aft. The 1½″ transom is 20″ high to accommodate the long shaft motors, and speeds in excess of 30 mph are attainable with twin installations.

For the cabin doors and sides, ¾″ mahogany has been used, and the 87″ by 86″ expanse of the cabin is sufficient to afford comfortable sleeping accommodations for two persons in 78″ berths.

Windows in the cabin—as well as the wrap-around windshield—are of Plexiglas, and accessories include a roomy wardrobe locker; a convenient storage cabinet; a bow locker and ample duffle space, and polished brass hardware. Space is provided for a marine toilet.

Chrome-plated hardware brightens the non-skid surfaced marine plywood deck, and the 110″ by 88″ cockpit boasts solid mahogany sides with natural finished white oak handrails. The pilot seats are of rugged mahogany marine plywood and are permanently attached, and mahogany is also employed in construction of the instrument panel.

Its top and sides ice blue, the Ferbend cruiser is reputed to combine seaworthiness with more space than is usually the case with lightweight craft of its type.

For More Information Write No. 1138 on "More Data Card"

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ALL-PURPOSE PLASTIC for wood finishes!

Applies like putty . . . Sticks like glue!

FAMOWOOD is the answer . . . where wood finishes are important. Simple to use . . . efficient, lasting, time-saving, when filling wood cracks, gouges, nail and screw holes or correcting defects. Dries quickly, does not shrink. *Stays put* under adverse conditions.

FAMOWOOD sands easily, does not gum up sander. *Takes spirit dye stains freely.* Waterproof and weatherproof when properly applied. Ready to use—*"right out of the can."* Fifteen matching wood colors with matchless wood finishes.

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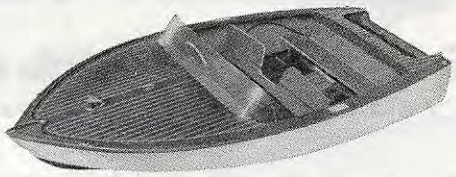
Cal-Boat



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Write, wire or phone for complete dealer information.

More Data Nos., Beverly 339 and Cal-Boat 340

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New Noble Plastic Floatfoam Ski or Swim Vests and Belts now available in several styles.

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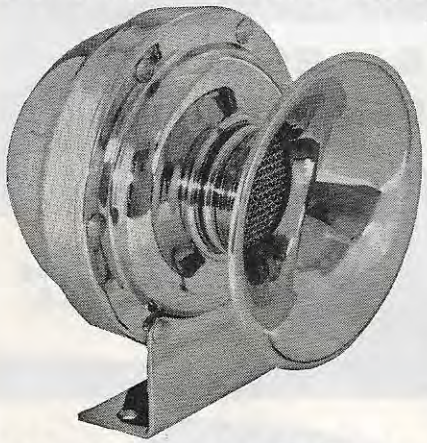

Lafayette "LITTLE SQUALL" Boat Horn

Combines authoritative tone with quality, beauty and low cost. Solid brass with overall chrome. Complete with wire, button, bracket, mounting parts, directions. No relay required. 5-3/8" x 6-1/4" x 5-1/2". 6 volt and 12 volt.

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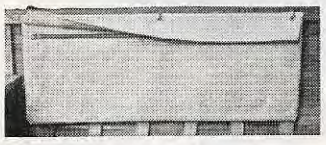

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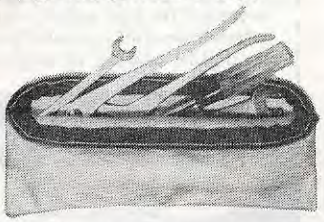
BIG VALUE!

LAFAYETTE TOOL POUCH, vinyl-coated or plain waterproof duck. Zipper opening. 4-1/2" x 9", 5-1/2" x 12", 7-1/2" x 17-1/2".



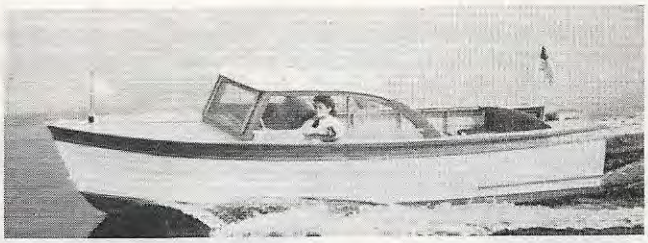
FREE CATALOG!

LAFAYETTE SUPPLY CO., West Lafayette, Ohio

Penbo

A fiberglass hardtop for its Penbo 20′ lapstrake Sea-o-ramic gives the Penobscot Boat Works, Inc., of Rockport, Me., its headliner for 1957 — the speedy Penbo Cruise-o-ramic with its "top yacht quality construction".

Its swept-back mahogany windshield has opening wings and fronts, and both the divided forward seat and the after-transom seat are extra-wide. The 7′ cockpit is called ideal for sleeping on cots or air mattresses shielded by an awning from the weather, and a miniature galley and bar aft figure to get plenty of use.



A fiberglass hardtop converts Penbo's lapstrake Sea-o-ramic into a classy craft called the Cruise-o-ramic.

One of the Cruise-o-ramic's accessories is a WC concealed forward with a zipper closure to assure privacy, and the craft-like the Sea-o-ramic which first was introduced five years ago—comes completely equipped with steering, guards, mahogany decks, and trim. Their motor wells can accommodate single or twin outboard installations, but the 20-footers are also offered prepared for inboard power. Cabriolette tops are optional.

Every single week since 1954 one of the Sea-o-ramics has been negotiating the rough offshore passage into the Gulf of Maine to Monhegan Island, says a Penobscot representative, and a recent factory inspection disclosed the craft required no repairs more extensive than a coat of paint and varnish.

The 20-footer — whose actual overall length is but 19′ 2″ — is salt water fastened; her frames are solid oak, and mahogany has been used in construction of the transom, decks, seats, trim, and interior fittings. Weighing about 850 pounds, the boat measures 7′ 3″ at the beam and is 42½″, 36¼″, and 32½″ in depth at the bow, amidships, and at the stern, respectively.

For More Information Write No. 1153 on "More Data Card"

Fenne

A new 15′ Waterbird outboard has been introduced by Fenne Boat Corp., Sarasota, Fla.

Featuring what Fenne calls "forward-swept" design, the new boat is built of mahogany throughout and sports two-tone varnished decks, a two-tone paint pattern and two-tone upholstery.

There's a 17″ custom wrap-around windshield with polished stainless steel corner ornaments, a custom-designed sport Navy top with chrome hardware, a large dash compartment in addition to a dash glove compartment and salt water fastenings throughout. Front and back seats are hinged.

The Waterbird comes with pads already installed for mounting remote controls, steering pulleys and motor. Guides are bored for all cables.

For More Information Write No. 1154 on "More Data Card"

More Data Nos., Noble 341 and Lafayette 342

Dunphy

A 14′ runabout with a 64″ beam is a brand new addition to the 15-model line of Dunphy Boat Corp. of Oshkosh, Wis.

The new model 103 Imperial Robalo, like all Dunphy runabouts for 1957, is constructed of Philippine mahogany seven-ply molded plywood. Dunphy craft are made of continuous cross-banded veneers. Modern styling and advanced engineering principals are in evidence throughout this year's line, too. Wrap-around windshields and modern hardware enhance Dunphy streamlining.

Dunphy's hitting this year's promising market with an improved line, headed by the new 14′ runabout with its 64″ beam. Fifteen models are featured this year.

Some of the features Dunphy credits to its new line are beauty and quietness as well as safety and easy maneuverability in all kinds of waters. For added safety and protection of the craft, coamings are hand-upholstered in sponge rubber crash padding on all models in the Deluxe and Imperial runabout series. Another feature of this year's fleet is rubber mouldings around the outside of gunwales to protect the craft and absorb shocks otherwise taken by the hulls.

Dunphy is keeping pace with today's demand for increased speeds, too, by building craft that will handle the higher horsepower outboard motors being produced by the manufacturers, while at the same time offering craft designed for trolling and slower cruising speeds—boats to suit the many different requirements of today's mass of boating enthusiasts. There are craft for fishermen and water skiers and craft for sports and speed and for family cruising. And Dunphy's models include many different sizes and a wide variety of equipment too. They range in size, for instance, from a 12-footer with a 50″ beam to the 16′ runabout with its 66″ beam.

The way Dunphy officials sum it up is that the new fleet of Dunphys are smarter-looking than ever before and built stronger for more power and greater safety. There's a new catalog with complete specifications, prices and illustrations, etc. available on request.

For More Information Write No. 1155 on "More Data Card"

Newsome

Newsome Fiberglass Inc. of Bradenton, Fla. is now rapidly expanding its production facilities and is bringing out a new 12′ Fisherman and an 18′ Cruiser, also a new model 15′. This company will triple its production and will be in position to deliver a substantial quantity of boats in 1957.

The 1957 line will consist of a 12′, 3-14′, 4-15′ and 2-18′ models and a 16′ model will be in production in March or April. Dealer acceptance of the new line has been good, according to Walter E. Tripp, sales manager.

For More Information Write No. 1156 on "More Data Card"

VALCO

ROYAL 14

DEALER INQUIRIES INVITED

ALL ALUMINUM aircraft-type construction throughout with color impregnated fiberglas deck and multi-flecked color-coordinated interior. Extra safety and boyancy is assured through use of styrofoam blocks mounted beneath seats, eliminating need for air tanks.

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PLASTIC COATED WIRE ROPE is PREformed Galvanized or Stainless Steel Aircraft Cable coated with polyvinylchloride, which is a tough, flexible plastic. Made in two colors—Transparent Green and Opaque White.

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More Data Nos., Valley 343 and Macwhyte 344

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EDWARD HEAVY-DUTY GAS CANS!

Gas cans designed for boating. Special "squat" model cans fit easily under boat seat . . . won't tip even in roughest waters! Sturdy steel body, rust resistant inside and out. Bright lacquer finish with bold yellow print. Belongs with every motor driven boat!

No. 530 — 2½-gal. Spout Can

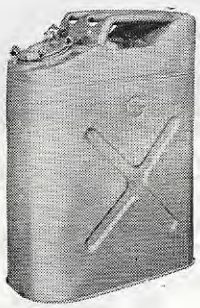
"Squat" design fits easily in car trunk, under boat seat, work bench, etc. Complete with Oil-to-Gas Measuring Cap. Also in 3 and 5 gallon sizes.

No. 503—1 gal. Emergency Can

Low priced for fast sales! Patented reversible spout, filter screen and air vent dust cap seal. Leak-proof soldered assembly, rust-proof finish. Also in 2-gal. size.

MILITARY TYPE BLITZ CAN

No. 543 — 5-gal.



Compact, leak-proof. "EASY-USE" screw cap chained to can. Rugged 20-gauge steel, red or O.D. baked enamel finish. Flexible pouring spouts available.

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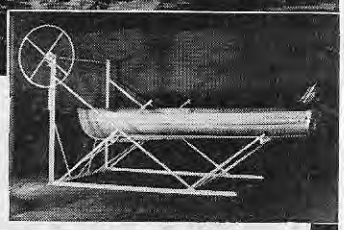
EDWARD CAN CO.

2332 W. Byron St., Dept. B1, Chicago 18, Ill.

Treat Your Boat to a . . .

SAGEN Boat Hoist!



The SAGEN BOAT HOIST is a unique mechanical apparatus designed for lifting your boat out of water. Parallelogram action brings boat in as it is lifted; giving full protection from waves of storms and wash of passing craft. SAGEN BOAT HOISTS are available in several sizes and models, with or without motors and roofs. SAGEN also makes docks, ladders, stairs and other waterfront equipment.

★ ALL WELDED STEEL
★ RUST RESIST FINISH
★ SAFE, EASY OPERATION
★ BOAT IS PROTECTED
★ BOAT IS READY TO USE
★ SIMPLE TO INSTALL
★ HIGH LIFT ★ LOW COST

DEALERS — Write today for literature, discounts, etc.

SAGEN BOAT HOIST COMPANY
WEEDSPORT, NEW YORK

Fiber Craft

A 17½′, duo-colored outboard cruiser is the latest addition to this year's recently unveiled Fiber Craft fleet. It joins a complete line, including a 15½′ fisherman, a runabout, a 17½′ Fiber Flite and a family runabout. The line is produced by Fiber Craft, Inc. of North Miami, Fla.

"This is my dream come true," stated Tom Bennett, company president. "All of my life I have been working towards this model." Bennett calls it, "one of the safest, most beautiful boats in its class."

The Fiber Craft cruiser has been in various stages of completion for the past two years, according to Bennett. All of the kinks were ironed out on the drawing board long before the initial molds were made, he said. Now, this boat, made in any color combination the customer desires, is on the production line. "I am confident, this will be the fastest selling boat we have ever made," predicted Bennett.

Dealers and distributors in many parts of the world are reportedly interested in this cruiser. Bennett says he has received mail from Italy, Cuba and Venezuela from dealers and distributors. Bob Mulligan, Fiber Craft sales manager, says the craft is designed to "fit the working man's budget and please the most particular housewife."

Roland Berude, Fiber Craft's construction engineer, said that what pleases him most is the "safeness and the shape of the boat." According to Berude, it can take two long shaft motors, has a 75″ beam, a 38″ freeboard and weighs about 550 pounds. He says it can turn in its own wake.

Like all of the other Fiber Craft fleet, a one year written guarantee accompanies the cruiser. Like all of the others, too, it is guaranteed not to break, split, peel or chip. It doesn't require painting, caulking or any kind of maintenance. All you do says Bennett, it "ride it and enjoy it."

Starting as a local boat manufacturer only six years ago, Fiber Craft continues to grow and expand. That first year in business, the firm turned out just four craft. That is now the equivalent of what it turns out in one good day, according to Bennett.

For More Information Write No. 1158 on "More Data Card"

Fleetcraft

Bright, new styling highlights the 1957 Fleetcraft plywood and fiberglass boats. With the addition of several more models Fleetcraft Marine Sales of Los Angeles, Calif. now offers a line that includes all sizes from 12-footers to big 24′ cruising craft.

There are plenty of Fleetcraft features to back-up the company's bid for increased dealer-distributor interest in its craft. Wide beams and deep hull construction that promise safety and boating comfort are features Fleetcraft credits to its modern line. Color is a big thing at the West Coast plant, too . . . colors that are impregnated during the molding processes, according to the manufacturer. Pointing again to the line's safety, Fleetcraft also stresses the full flotation factor present in all of the craft.

A new, lower cost plywood line has some features that Fleetcraft think warrant some dealer-distributor attention, too. It was especially designed to attract a share of today's competitive plywood market. In this series, dealers can offer Fleetcraft models several ways. They can offer them unpainted, ready for finishing. They can retail them in finished, painted form or they can stock them already fiberglassed.

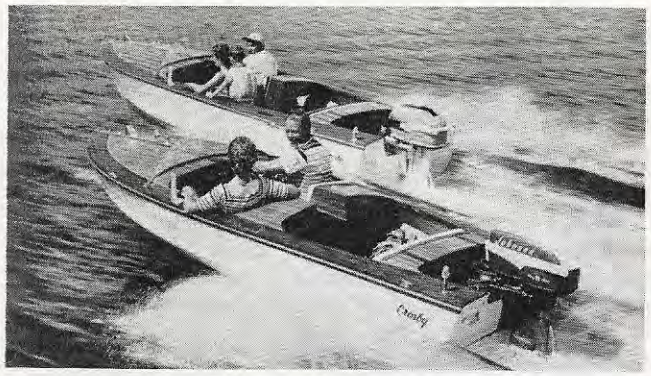
For More Information Write No. 1157 on "More Data Card"

More Data Nos., Edward Can 345 and Sagen 346

Crosby Aeromarine

Levelled completely by a disastrous fire eight months ago, the 30,000 sq. ft. main plant of the Crosby Aeromarine division of the Midwestern Industries Corp. in Grabill, Ind., has risen phoenix-like from ashes and is once more engaged in turning out the firm's ten styles of "virtually unsinkable" plastic craft.

Into the one-piece hulls have been built high-buoyancy balsa wood flotation chambers sealed in glass fiber reinforced Plaskon polyester resin; the plastic material is supplied by the Barrett division of the Allied Chemical & Dye Corp.



Characteristics of the hull include smooth surface, greater depth, permanently molded-in colors (also true of the seats and spray rails) and reduction of such annual maintenance drudgeries as caulking, scraping, and repainting.

Clear water and a sponge are sufficient, say Crosby Aeromarine tub-thumpers, to brighten and clean the mahogany decks with their finishes of polyester resin based paint.

With the needs of the fisherman and the family ever in mind, Crosby Aeromarine has devoted special attention to 12′, 14′, and 16′ models which double as fishing vessels and sport-type runabouts.

For More Information Write No. 1136 on "More Data Card"

Chauvin's Little Giant Trailers To Be Better Than Ever In 1957

LITTLE GIANT . . . That's what Chauvin Industries, Inc. calls its fleet of boat trailers. The Worcester, Mass. manufacturer so-named its trailer models because they are built strong and sturdy at the Chauvin plant. They are engineered for high speed, roadability and easy operation, too, says Chauvin.

Today's Little Giants are built to accommodate boats up to 26′ long and any width regardless of make. They are built to handle inboards and outboards with equal ease and sailboats and cruisers as well. And the company also manufactures any kind of special units that dealers, distributors and builders need for carrying bulk loads.

Such plus items as high speed Timken tapered roller bearings and semi-elliptic spring suspension are Little Giant features. High speed tires are another Little Giant feature as well as adjustable rollers, designed so they can accommodate any kind of boat bottom, according to Chauvin. Throughout the new line, says the firm, boaters will note improvements designed to make boat trailering safe and easy, from their high tensile steel construction to the one-man operation loading and launching devices.

For More Information Write No. 1159 on "More Data Card"

Dealers—

Look . . . . Fast, Easy SALES — Quick, Sure PROFITS For You!

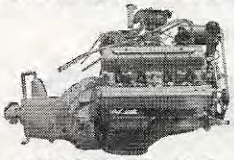
75 H. P. STOKES WILLYS Lightning 6 INBOARD ENGINE

RETAIL PRICE ONLY: $395.00 COMPLETE

NO SALES RESISTANCE!

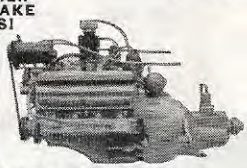
Think of it — an all new inboard engine at such a price! You can lick competition — make more sales with less effort! And make a good PROFIT too. Brand new, famous Willys engine, marine converted with all new parts, including starter and reverse gear. Complete motor, ready to install. For fresh or salt water use. Order NOW — get ready to make money!

ATTRACTIVE DEALER DISCOUNT — WRITE!



STOKES OLDS Rocket 88
170 H.P. MARINE MOTOR
Famous Olds 88 engine, completely rebuilt and marine converted with all new components. Retails at: $695.00

MANY OTHER FAMOUS MAKE ENGINES!



CHRYSLER V-8 Engine
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235 HP — Plenty of zip and power. Dependable Chrysler blocks completely rebuilt and marine converted; all new parts; ideal for salt or fresh water use. Retails at: $795.00

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. . . WITH *Sailfish*® AND *Sunfish*®

More than 6000 in commission in 1956 make the Sailfish one of America's largest classes of small sailboats. And the newer *Sunfish* now broadens the appeal of this unique design to include more and more water-loving families. Sailfish and Sunfish offer big profit opportunities to dealers—with a big potential for repeat sales as the Sailfish "catches on" in your area. Fleet sales to sailing clubs and other groups mean *big* sales too! Fast turnover with low sales cost makes the Sailfish an ideal addition to your lines. Get the facts about available dealerships. Write today!

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SEE THE SAILFISH AT THE NATIONAL BOAT SHOW

More Data Nos., Stokes 347 and Alcort 348

RAMSEY AQUALAND TRAILERS

The Complete Quality Line

NEW! RAMSEY SKIPPER, JR.

The "No Lift" Trailers

14' and 16' Capacity 1000 lbs. at axle

18' and 20' Capacity 2000 and 3000 lbs.

AQUALAND SKIPPER

Most Versatile • Heavy Duty

ALL PURPOSE LOW BED

20' to 30' — Cap. 6000 to 12,000 lbs.

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FeatherFender

(patent pending)

NOW AVAILABLE IN COLORS!

The original Feather Fender boat guard is light as a feather, floats like a feather, cushions boats like a feather bed! Feather Fender's vinyl plastic holds color, is easy to clean, won't affect marine finishes. Nothing to spill out, nothing to get water soaked!

Midget (3" x 5")	$2.75
Small Sectional (2½" x 7½")	$4.95
Standard Sectional (4" x 12") and Jumbo (5" x 9")	$5.95
Extra Long Sectional (4" x 18")	$7.95

Available at your distributors, or write:

REINFORCED PLASTICS CORP.

BOX 4393 • MOBILE, ALABAMA

New Low Temperature Accelerator Permits Boaters To Fiberglass Craft In Winter

BOAT OWNERS PLANNINNG to fiberglass their craft need no longer wait for traditional harbingers of spring to do so, according to Glass Plastics Supply Co.

A new, low temperature accelerator that speeds chemical reaction in resins used in the fiberglassing process is now available to the countless boat owners who would prefer putting their craft in shape before the arrival of warmer temperatures.

Developed by the Linden, N. J. firm, the low temperature accelerator speeds up the cure when temperatures are below 65 degrees, resulting, according to the manufacturers, in a cure as fast and a bond as strong as found under warm weather conditions.

For maximum satisfaction, Glass Plastics Supply Co. recommends following its factory-devised application instructions. First, the temperature of the resin itself should be brought to the same level of the hull by placing the resin can next to the hull for approximately 12 hours.

Next, says the firm, a bottle of low temperature accelerator should be added to a quart of Boat Armor resin. This is necessary when the resin is below 65 degrees. A half-bottle is all that is required if the resin is 65 to 70 degrees. This should be thoroughly mixed one minute. After the Hardener (No. 1) or catalyst is added and mixed thoroughly with the accelerated resin, the resin is ready for use in the fiberglassing operation.

According to Glass Plastics Supply Co., the working time based on one quart of accelerated resin ranges from 30 to 35 minutes at 65 degrees F. to 50 to 70 minutes at 45 degrees F. Cure time, with the hull surface showing no tack, ranges from 50 to 70 minutes at 65 degrees and 4 to 5 hours at 45 degrees.

A dry hull, in combination with dry weather and the sun shining directly on the hull, will, of course, greatly shorten curing time, the firm points out.

For More Information Write No. 1160 on "More Data Card"

Socony's Four Cruising Guide Maps Revised So Detail Is Easily Followed

FEATURING THE RADIO BEACON system and color sketches of light-houses from Long Island Sound to San Diego Bay, the four cruising guide maps published by the Socony Mobile Oil Co., Inc., of New York City have been revised in its 1957 editions.

One of the principal improvements is the highlighting of coastlines so that detail is followed more easily; other easy-reference information includes frequencies and time of radio-telephone weather reports; storm signals, and a between-port mileage chart.

The maps are just a small part of the informative material Socony will make available to visitors at its booths at the New York and Chicago Boat Shows under the general theme, "The Fun of Boating."

Other items ticketed for distribution are a 12-month calendar for large craft giving the tides at New York and Boston, a pocket tide table for smaller craft, a mail port directory, a full list of sources for chart and cruising information, a bulletin of details on the refunds available from gasoline tax, and the popular 24-page "Outboard Marinas" book of instructions and facts on marina construction published jointly by Socony and the Outboard Boating Club of America, with headquarters in Chicago.

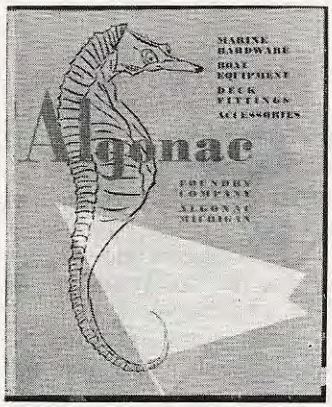
On the eve of the big New York Show in the Coliseum, company officials are predicting sales of Socony marine products will be up 13 per cent in 1957 at the nearly 1,000 Mobil Marine stations on America's waterways.

More Data Nos., Ramsey 349 and Reinforced Plastics 350

Algonac Foundry Offers New Catalog Listing Its Wide Accessory Lines

THE NEW 1957 CATALOG issued by the Algonac Foundry Co. of Algonac, Mich. is said to be the largest and most comprehensive yet. Completely new from cover throughout, the catalog is now available to all recognized dealers and distributors.

Heavy stress this year is placed on a new program for dealers, says the firm. Algonac puts strong emphasis on the advantages of dealers maintaining a single source of supply.



Here's what the cover of Algonac's new catalog looks like. But, inside there's a raft of information about this year's accessories.

Algonac Foundry produces a complete line of marine hardware, boating equipment and deck fittings. These are included in the new catalog.

Algonac has enlarged its outboard equipment department, adding many new items to meet this ever growing demand. Increased emphasis is placed on styling and quality, say designers, inspired by the "years ahead look" of the automotive industry. The utilitarian value also dictated the design of the firm's line, according to Algonac officials.

"We'll see you at the shows" is the enthusiastic chant around Algonac. The firm will exhibit a new display booth at both the New York and Chicago Shows. The Booth numbers for New York are D 125-126 and at Chicago 781-782. The booth this year is done in beautiful colors with lighted shadow boxes to enhance the gleaming chrome finishes of the line. Almost every item shown in the 1957 catalog will be displayed at the show, says the firm.

For More Information Write No. 1303 on "More Data Card"

Fully-Illustrated Boating Book Published By Socony Mobil Oil

WITH BOTH FRONT and back covers in full-color, a 53-page boating book chock-full of facts and pictures to guide the present and would-be skipper has been issued for 1957 by the Socony Mobil Oil Co., Inc., of New York City.

The new book will be one of several pieces of material at exhibits—based on the theme "The Fun of Boating"—the company is planning for both the New York and Chicago Boat Shows.

Chapter headlines include "The Fun of Boating," a general introduction to the reasons for the present boating boom; "Choosing a Boat," pointing out the types of boats which are most ideal in various situations and featuring a boat-and-motor selector; "How Much Will a Boat Cost?"—an effort to help a customer get a boat he can afford no matter the size of his income; "Where You Can Get Boating Information," a listing of the various charts and waterway guide booklets available; "Why You Should use Mobiloil Outboard;" "If You Own an Inboard," and "Boating Safety."

The book's forward makes clear the fact that the wealth of information being offered is for "you—whether you're one of the six-million boat owners or one of the half-million people who will buy a boat this year."

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RUNABOUTS — FISHING — AND UTILITY BOATS!

- The ultimate in outboard runabouts — Pioneer's New 14 ft. aluminum Pacemaker — so strikingly beautiful — unmatched in performance — so strong and rigid due to special press forming — has no equal for its size, price and trouble-free service! For outboard motors up to 35 H.P.
- And you can show your customers unmatched values in Pioneer's New Fishing and Utility Boats — 7 steel models, 6 aluminum boats, 17 ft. aluminum canoe and 9½ ft. aluminum pram . . . in 28 sizes!

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Please send us facts about Pioneer's Profitable Dealership!
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More Data Nos., Cast Optics 351 and Pioneer 352

SELL THESE OUTSTANDING PRODUCTS

Stay-Tite

ALL SEAL (A LIQUID NEOPRENE)

- WATERPROOF
- SANDS EASILY
- STOPS LEAKS
- FILLS SEAMS
- UNAFFECTED BY SUNLIGHT
- UNHARMED BY GASOLINE OR OIL
- CEMENTS WOOD, CANVAS, RUBBER

WHITE—MAHOGANY—BLACK

Stay-Tite

RUBBER CAULKING COMPOUND (A WHITE NEOPRENE MASTIC)

- DECK SEAMS
- SANDS EASILY
- HULL SEAMS
- NO MIXING
- ALL BEDDING NEEDS
- UNAFFECTED BY SUNLIGHT
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Sell these and other Stay-Tite Products and you sell customer satisfaction.

STAY-TITE PRODUCTS CO.

CLEVELAND 4, OHIO

MOLDED MAHOGANY BOAT HULLS

FOR THE BUILDERS

(PUT UP WITH ALL BRASS STAPLES)

by

"INLAND"

STANDARD MODELS 13', 15', 16'

CLIPPER MODELS 15', 16' wide bow flare.

All Plys Philippine Mahogany
Designed for Pleasure Performance
Selected Prominent Models

WE MOLD BOAT HULLS EXCLUSIVELY

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Southern Distributor, J. D. Beakley, 5625 Truett, Houston, Texas.

A MUNICIPAL MARINA

(Continued from page 540)

The Marina has been a real boon to recreational boating in Corpus Christi. It has provided facilities not available in many other cities. It has not only induced enthusiasm in local yachting circles but has attracted visiting boats as well.

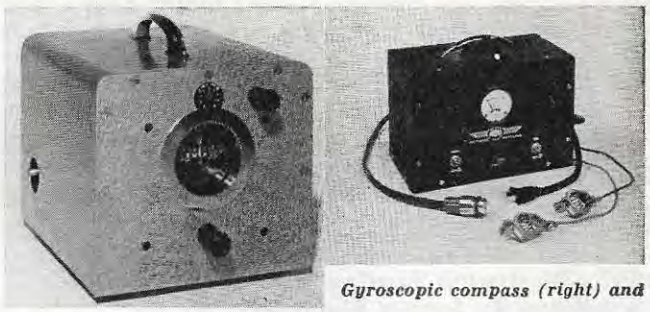
A Municipal Marina such as was built in Corpus Christi can go along way toward solving the problem of adequate boating accommodations in your area.

Miniverter Marine Battery Charger Made By Airpax Marine Products

CONSTRUCTED TO STAND UP under such marine conditions as salt air and high humidity, the MC-1 Miniverter is described as "a true marine converter—not just a dressed-up battery charger" by its maker, the Airpax Marine Products Corp. of Towson, Md.

Well-built—with plastic-coated rectifiers, heavily-plated hardware, and its case painted both inside and out—, the seven-pound converter features a two-position switch for full charging rate, which is useful on dead batteries, or for trickle charging when a battery is being charged on an unattended ship.

An ammeter on the front panel of the 6" by 5" by 9" unit shows the charging rate. Not only is the incoming AC line fused for the user's safety, but the charger is guarded against possible short circuits in the ship's wiring by a circuit breaker.



Gyroscopic compass (right) and seven pound Miniverter included in current line by Airpax Marine Products Corp.

Standard equipment includes a line cord; battery leads with heavy-duty battery clips and plastic covers, and mounting brackets.

A gyroscopic compass is also being made available to boatmen by Airpax Products Co. This instrument is said to possess all of the advantages of the gyroscope which has for years been recognized by pilots as an ideal navigation instrument. This is another part of the manufacturer's Seatronic line of marine products.

With the use of this gyro compass one is able to calibrate a conventional magnetic compass in all quadrants in less than 20 minutes, according to the firm. A great advantage claimed for the gyro compass is that it is far more stable in a rough sea than is the conventional magnetic compass.

This unit—called the Type AGC-1 Gyro Compass Calibrator—is housed in a portable case. Operation is directly from the intake manifold of the boat's engine or it can be operated by means of an electrically operated pump which is available as a separate accessory. With this pump, the gyro compass is operated directly from the battery of the boat.

For More Information Write No. 1141 on "More Data Card"

More Data Nos., Stay-Tite 353 and Inland Lakes 354

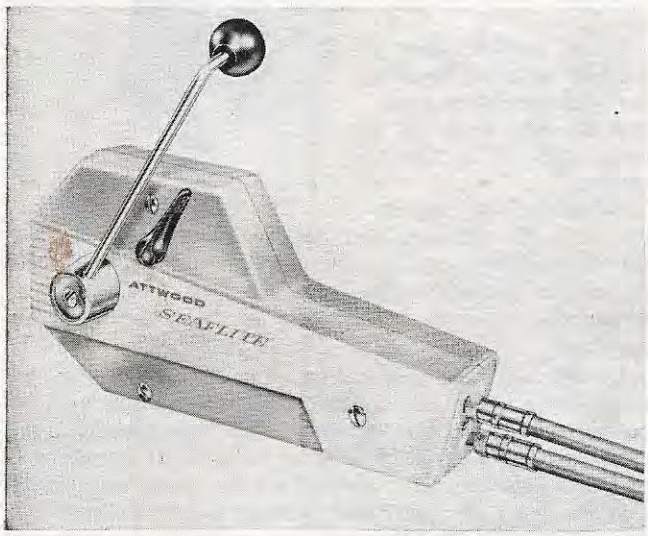
Single-Lever Throttle-Shift Control Attwood's Seaflite Headliner For '57

PREVENTION OF BROKEN CONTROLS and boat damage due to attempted shifting while the throttle is advanced has been effected by combining control of both throttle and shift in a single lever which is a star of the 1957 Seaflite line of hardware manufactured by the Attwood Brass Works, Inc., of Grand Rapids, Mich.

The new control shares billings with the Autopilot, an outboard steering mechanism which assertedly overcomes propeller torque, and the Seaflite Glopole, a lucite stern pole with a light at the top of its shaft.

Said to be the only control head of its kind adaptable to most outboard motors, the throttle-shift device is regarded as especially useful during the docking operation, which at times becomes confusing and results in the above mentioned damages.

Although the introductory model fits only Evinrude, Johnson, Buccaneer, and other motors produced since 1953 with similar controls, Attwood promises availability soon of models adaptable to all outboard makes. No motor alteration need precede installation.



This streamlined single lever throttle-shift control is new in Attwood's line for '57.

It also promises: the control unit cannot go out of adjustment in any way; cables cannot break or pull loose, and all parts of the head and cable are corrosion-resistant. The unit is available with and without cables, since cables from old double lever controls may be used.

Two of the principal reasons for the Autopilot's reported ability to maneuver outboards are a torque-compensating spring in the wheel housing and flexible cables encased in polyethylene; another piece of equipment permits the driver to adjust the tension of the wheel as firmly as he wishes.

The Autopilot's claimed ease of handling is represented as applying equally to the steering of a true course and execution of port and starboard turns.

Contributing both to the safety and the beauty of a boat, the Seaflite Glopole can be seen for a considerable distance over the water, Attwood avers, and the entire pole is removable; brackets are supplied for storing in the craft.

Available with white side grips and in a choice of eight hues are the new Seaflite steering wheels, which feature swept-back spoke, a hooded medallion, and stylish lines.

For More Information Write No. 1142 on "More Data Card"

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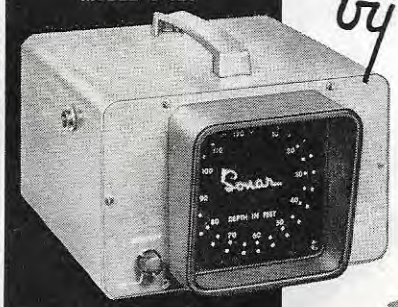

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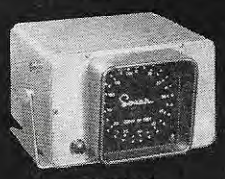

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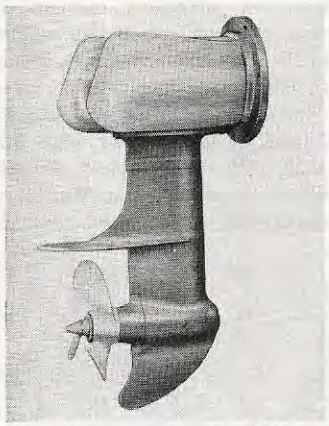
Inboard And Outboard Motor Benefits Attributed To Flexidrive Transmission

BILLED AS A BONANZA for small boaters, a compact rear drive assembly known as Flexidrive has been readied for the American market by the Muncie Gear Works, Inc., of Muncie, Ind.

E. E. Milner, vice-president and engineer for the corporation which has scored in the past with the extra-light Neptune outboard motor, contends that installation of the unit on the rear end of outboard boat hulls converts them to inboards for all purposes, and that inboards are rendered more "haulable" when Flexidrive is hooked up at the stern position.

"In either installation", he continues, "the engine mounts right against the rear transom, constituting a very small package and leaving the center of the hull completely open. A choice of power from 25 to 60 hp gives the buyer a wide range for selection."



Flexidrive unit is adaptable to great do-it-yourself market.

Under consideration at the Muncie plant, he adds, is development of a second Flexidrive model to cover the 60 to 120 hp ranges.

Scheduled for appearances at the Chicago and Seattle boat shows, among others, the 50-pound transmission-and-propeller mechanism can be installed by an owner with a rudimentary knowledge of boats and motors or by a mechanic in jig-time.

In its outboard application, the Flexidrive can be hooked up with any standard marine motor or any converted auto or tractor motor. The result, then, is an outboard boat—be it 14′ long or as large as a cruiser—in the inboard class at about half the price. Launching and transport are facilitated because the unit's in-water assembly lifts out of the way automatically through use of its own power lift.

To the standard inboard, the Flexidrive adds ease of launching and hauling plus increased maneuverability in the water with the propeller replacing the usual inboard rudder.

The Muncie firm spokesman reveals the assembly will mount on a transom 1¾″ thick and at an angle up to 15 degrees on the shaft line. In making installation, a wooden wedge can be cut easily to fit any transom variation.

Both input and propeller shaft are ¾″ in diameter for adequate torsion strength and ruggedness. Diameter of the propeller at present is 10″, but there is a possibility that the figure may be increased or optional alternatives provided in future models, Milner reports.

Evidence of the fuel economy attainable with the Flexidrive is in the announced fact that, in comparable 30-to 40-hp engines, standard outboards consume from 4½ to 6 gallons of gas per hour, while the four-cycle inboards use only 1 to 1½ gallons.

As an outgrowth of this significant fuel saving, the Flexidrive-equipped boat is capable of three or four times greater cruising range, Milner points out.

Featuring built-in forward, neutral, and reverse gears, the new product has actually made possible "no-hand" driving in company-sponsored on-the-water tests.

More Data Nos., Frank's 357 and Hedlund 358

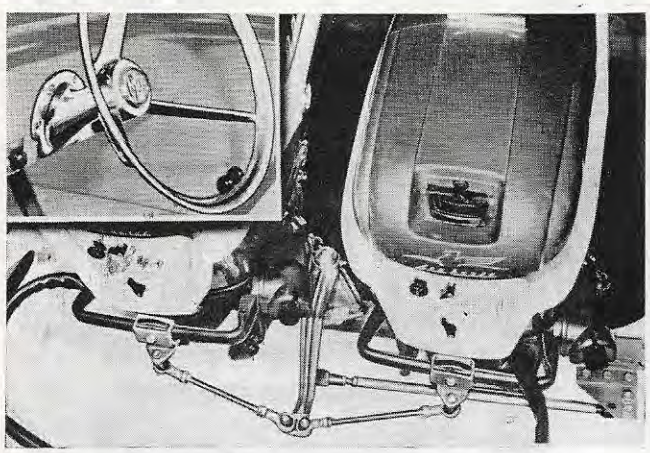
In brief, Milner claims, Flexidrive incorporates all the advantages—while eliminating most of the disadvantages—of both inboard and outboard motors. Not only does it obviate severe tilting of the engine to fit the boat, but neither center ribs nor keel need be cut for installation and use of mounting stringers is optional depending on the type of the boat and motor employed.

For More Information Write No. 1143 on "More Data Card"

Marmac Products Has Most Complete Line Of Controls For 1957 In Company's History

MARMAC PRODUCTS of Detroit, Mich., producer of remote controls, is introducing a new 1957 line which it says is composed of controls and steering equipment which is more complete than any yet manufactured by that concern.

Dynaflex inboard steering suitable to all pleasure and commercial craft up to 50′ is now available in both deluxe and heavy-duty utility models. This unit has gears that have been proven through hundreds of installations all over the world, states Marmac, and represent a distinct improvement in marine steering. Both Dynaflex models drive through the steering wheel via a sturdy rack and pinion, continuing on through heavy-duty push-pull cable having a stainless steel sliding member. This cable transmits steering action directly to the steering arm on the rudder post, say its designers.



Redesigned Dynaflex steering with new wheel has non-corroding chrome and stainless steel parts.

A completely re-designed outboard steering system is being offered for '57. From the smart new steering wheel to the construction of the linkage its design is entirely new. Brass tube housing and steering housing assures utmost protection from corrosion with the exposed cable end and other working parts around the transom area of stainless steel.

The steering ratio has also been changed from 2⅛ turns to approximately 3½ to provide a full 40-45° turning radius on each side. These new ratios were determined after exhaustive tests were made by running at speeds up to 40 mph while making figure eight turns. To provide ease of control for the new high-power motors, these new controls have a one-quarter inch push-pull cable which can handle loads up to 400 lbs., say reports.

Along with panel and bulkhead mountings, Marmac controls are now available in "control-tower" side mountings in series S and R. Series C, D and F have been continued. A model G is available for single or side mounting of either throttle or reverse gear control or both.

For More Information Write No. 1144 on "More Data Card"

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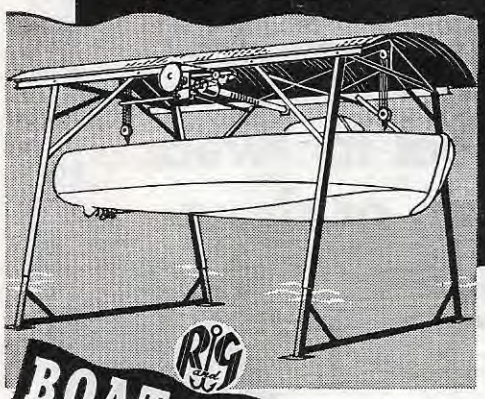

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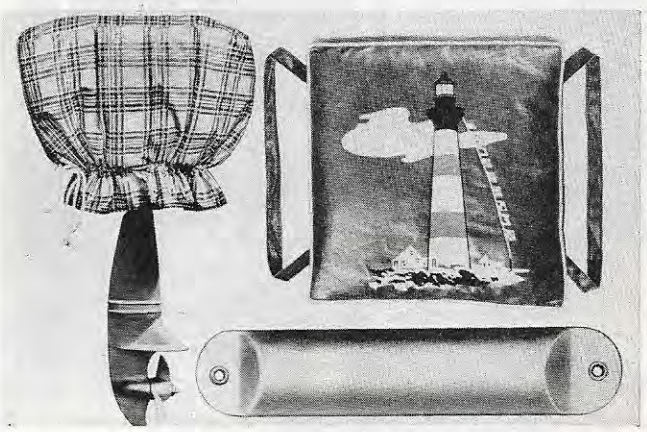
Tapatco Announces Its 1957 Selling Season Plans And New Items To Be Featured In '57

THE AMERICAN PAD & TEXTILE CO., familiarly known in the trade as "Tapatco," has just announced its plans for the selling season just ahead. It also took the opportunity to announce its new lines which will be exhibited this month at the New York National Motor Boat Show. Tapatco will display in booths C-122 and C-123. Tapatco products will then be shown at the National Sporting Goods Association Convention at Chicago in booths 608 and 610 and again at the Chicago boat show in booths 755 and 756.

This is #612 Tapatco Plastisol ring buoy.

In the boat cushion field, Tapatco has a new three dimensional cover. Through a patented process, an over-all fishnet design and small marine life figures are embossed on Vinyl plastic material. The background is green and the marine life stands out in off white. The handles and gussets are also Vinyl with the gussets perforated for circulation of air around the electronically sealed-in Kapok inserts. It is designated Style #332 and is approved by the United States Coast Guard, according to the Greenfield, Ohio manufacturer.



Here are new items from Tapatco. . . At left is new Scotch plaid motor cover that matches new Tapatco cushion #325. Upper right, is another new cushion, #326, with Lighthouse design. New Plastisol ring buoys and fenders (fender is shown at lower right) come in various colors.

Another new cushion is Style #325 with a new Scotch Plaid design. (It matches motor cover shown in picture.) The attractive Vinyl cover material will dress up any boat, says Tapatco, and, of course, it is U. S. Coast Guard approved. It is filled with sealed-in prime Java Kapok. It is 15″ x 15″ x 2″ in size and has matching plaid long loop handles and matching perforated gussets.

Boat cushion Style #326, pictured here, applies to the Vinyl leatherette series containing three handsome new designs. One has a red background with Signal Flag design, one a blue field with Compass Rose and one is green with a Lighthouse design. They all have matching long loop handles, matching perforated gussets and white piping around edges. They contain Kapok sealed in Vinyl inserts and are fully approved by the U. S. Coast Guard. The size of each is 15″ x 15″ x 2″.

One of the main style changes in the Tapatco life vest line is the new racing vest #209. Featured on this

More Data Nos., Fuller 361 and Reimann and Georger 362

item are the all-new leg straps designed to secure the vest more firmly and reduce casualties during modern higher speed competition. The entire vest, including kidney pads and collar, is filled with prime Java Kapok sealed in watertight Vinyl envelopes for added safety. It has a front closure of webbing with heavy dee rings and tie tapes and snap fasteners on the collar. It's universally sized to fit chests 34″ to 54″ and available in two colors: blue with white pockets and white collar and red with white pockets and white collar.

Another Tapatco vest that has been redesigned is Style #119, Child's Stay-A-Float. Leg straps, formerly offered only in the higher-priced models, have now been added to the #119. There are two sizes: small for children 2 to 7 years and large for 8 to 12 year olds.

Tapatco has a new surf belt #235 for water skiers, too. Designed for use in water skiing only and not as a general purpose life preserver, it is low priced, comfortable and safe.

Among the new accessory-type Tapatco products on display will be the new Plastisol ring buoys and boat fenders. These are made in various sizes and colors to fit most boats and are attractive and durable. They are tough enough to stand endless impacts without harm to themselves and yet soft enough to prevent damage to the boat, says Tapatco. Oil, grease, gasoline or salt water will not harm them and they will not mildew or rot.

A new outboard motor cover in Scotch Plaid Vinyl design is just being introduced. Designated Style #1156, matches the new plaid Tapatco cushion #325 and together they will complement the finest outboard. For protection of the motor the new cover is padded and has heavy sash cord drawstring closure at bottom. It is available to fit most any motor.

Tapatco has a new marine cap line. It includes standard and deluxe yacht style caps for men in black, blue, white and faded blue denim; yacht style caps for ladies in white, black, and blue serge; a variety of admiral styles with a wide range of colors, and a navy style for ladies in white with blue trim or blue with white trim. They are available in a full range of sizes and a few are adjustable to fit any head.

A complete line of Tapatco sleeping bags, every one brand new in styling, color and comfort will be on display. There are fifteen styles with filling materials of Down, Dacron, Rayon, Arnel and Tanners' Wool.

In addition to the aforementioned new and improved products, the standard line of Tapatco boat cushions, vests for children and adults, sport shirts, parkas, motor covers, caps, tents, life floats, ring buoys, boat fenders, sea anchors, and fishing and hunting clothes will be on display. Tapatco representatives will greet all visitors to their booth with price lists and complete literature.

For More Information Write No. 1145 on "More Data Card"

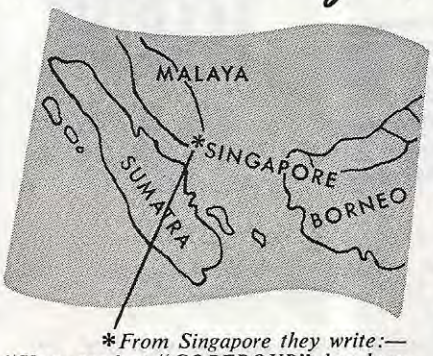
Rolfe Lifts Get Acceptance In 1956, Are Offered Again To Marine Trade

ROLFE PRODUCTS CO. manufactures Boat Saver lift. Near Madison, Wis. boat owners needed a practical answer to the shortage of lakeshore space for their craft. Like many another recreational water area, docking area is at a premium. The situation was solved by the joint efforts of the of the Lake Mendota boaters and the Mason City, Iowa manufacturer.

A group unit of Rolfe Boat Saver lifts, manufactured by Rolfe Products Co. of Mason City, Iowa were used.

(Continued on page 546)

Where the Going's Tough—



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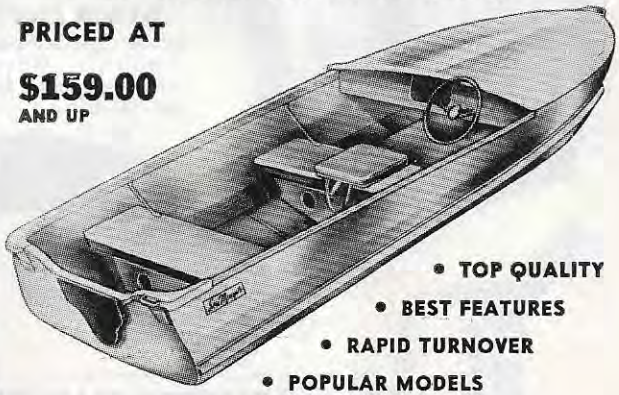

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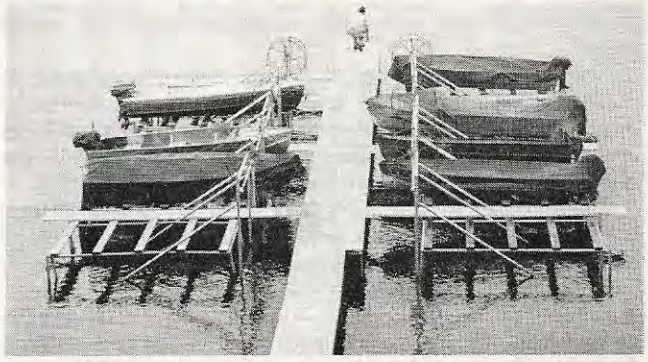
More Data Nos., Dettra Flag 365 and Feik 366

ROLFE LIFT *(Continued from page 545)*

Working through Rolfe dealer, Farrell Christenson of Mendota Marina, Middleton, Wis. and Shorewood Hills Village engineer, Sam Roth, two members of the Shorewood Hills Boat Club, Russell Nelson and Dr. Larry Littig, arranged for the cooperative lift installation which provides storage for 12 boats in a minimum of space.



Here's a picture that shows 12 Boat Saver lifts installed by boat owners of Shorewood Hills, Wis. in Lake Mendota. It's typical, says Rolfe, of how firm's product can help solve lakeshore space shortages.

Each Boat Saver lift is individually owned by a boat owner, but all lifts are served by a common dock with a series of catwalks giving access to individual boats. The entire installation is maintained by members of the village park department for a service fee paid annually by lift owners. No tax money is involved in the Shorewood Hills operation, yet the village can maintain this area on the same level with the rest of its park areas and has the advantage of having additional boating facilities available in the community.

Several features of the Rolfe Boat Saver lifts made this multiple lift marina possible. All the lifts were equipped with adjustable steel leveler legs which are optional equipment on all Rolfe lifts and frequently necessary because of the varying depth of the water in the area.

The Boat Saver cantilever lifting and lowering action supports the entire boat from underneath on a boat deck which offers the best possible support and protection to the boat, according to Rolfe. This action also makes it possible, says Rolfe, to handle boats easily in a small space and leaves a minimum of ungainly apparatus above the water to mar the natural beauty of the water and shore line.

The lifts are constructed of heavily electro-galvanized tubular steel which resists rust and corrosion in the water. The neat appearance of the Boat Saver lifts, as well as their practicability reportedly are finding favor with boat owners and village officials alike in Shorewood Hills.

Boat Saver group installations are said to be a possible answer to boat storage and launching problems in the increasingly congested shore line areas of the nation. The new 1957 line of Rolfe Boat Saver lifts includes outboard, inboard and sailboat models, all operated on the practical cantilever principal. Rolfe lifts will be on display in booth No. 962-963 at the 1957 Chicago National Boat Show.

For More Information Write No. 1146 on "More Data Card"

Third Annual Portland (Ore.) Boat Show To Be Held February 22 Through March 3

GREAT PLANS ARE UNDERWAY for the 3rd annual Portland Boat Show which is to be held February 22

through March 3, 1957 at the Pacific-International Livestock Exposition Building in Portland, Ore.

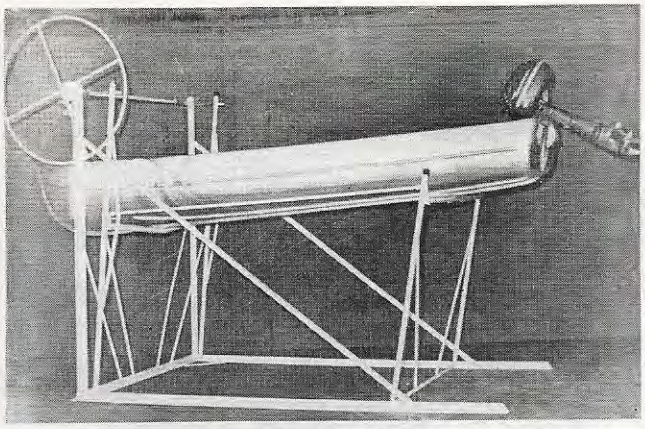
The site, described as "the showplace of the Northwest," will offer facilities which will include 72,000 sq. ft. of exhibit space. Tens of thousands of boat-enthusiastic adults attended this show last year. This year's show, according to its sponsor, The Oregonian, will be even bigger than the highly successful '56 event. The Oregonian's Northwest Rotogravure Magazine, a part of each Sunday's issue, has a 300,000 circulation which will carry the full story and details of the show to its readers.

Exhibitors at this show will have the opportunity of having thousands of prospects coming to *their* exhibit to ask about *their* products. Therefore, the sponsor urges all interested manufacturers to avail themselves of this golden opportunity to cash in on the vast Northwest boat and accessory market.

Sagen Boat Hoists And Seneca Steel Docks Provide Protection And Convenience

"TODAYS BOATS ARE VALUABLE pieces of property and deserve the best of care," says the Sagen Boat Hoist Co. of Weedsport, N. Y. This firm has more than just a passing interest in today's boating equipment for it is a manufacturer of boat hoists which it says "fits right into the center of boat owners' plans."

The protection and convenience of these hoists remove them from the luxury class of boating items, according to Sagen. The unit will pay for itself in just a short period of time by lessening the wear and tear on the craft and permit repairs to be made in a far less expensive way, the firm points out.



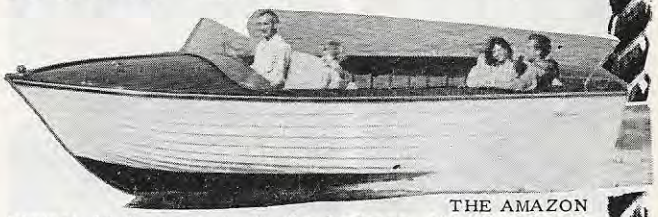
Hoist not only provides storage but acts as a private drydock for inspection or repair.

Here are some of the things that are claimed for this hoist: It will provide the most correct support for a boat while it is out of the water; it's a private drydock for inspection or repair work; the boat can be stored safely or be made ready for instant use; the hoist has a low center of gravity, with no slings for the boat to enter; its operation is safe, with a ratchet latch and brake used in lowering the craft, while in the "up" position the boat is kept dry, light and fast and it launches the craft out into deep waer.

Sagen's interest in the boat owner carries over into the production and development of other nautical equipment like the famous Seneca sectional steel dock—a dock known for its flexibility and for doing away with large construction expenses for the boater. Many different dock arrangements are possible with this Seneca dock which is available with steel stairs, lifting davits, etc.

For More Information Write No. 1147 on "More Data Card"

wotta line !



THE AMAZON
biggest 18 ft. lapstrake in the business, 18' 5" with 90" beam, loads of freeboard and built to take up to twin 75 h.p.

TonkaCraft THE PROUDEST BOATS AFLOAT

LAPSTRAKE Runabouts
14, 16 and 18 foot models water-tight as a canteen, 3-M thiocol rubber bonded at every seam . . . . . .

New PLYWOOD Runabout
Caribbean deluxe 16-footer with 77" beam, walk-thru center deck, smart 2-tone colors and upholstery . . . .

. . . and 13 and 15 foot CEDAR STRIP Utility Boats with new water-tight features and planing-type bottom

for dealer information write:
MINNETONKA BOAT WORKS, INC., Wayzata, Minnesota

CARIBBEAN "ultraquatic" — a smarter deluxe plywood runabout, finished like a fine car, rated to twin 60s.

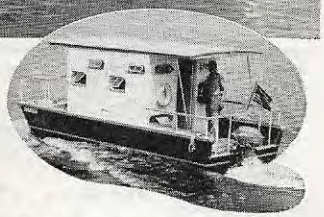
FITLER STABILIZED FILAMENT NYLON YACHT ROPE
IN 50 FT AND 25 FT CONNECTED COILS

Here is a handy display unit which is both practical and attractive. It serves as a real aid in the merchandising of Fitler Filament Nylon Yacht Rope. This truly fine rope is waterproofed for long lasting, has a rich silken appearance and is stabilized under process Patent No. 2,343,892 which prevents unraveling and fluffing when cut.

Stock and sell the complete Fitler Line — it builds good will and good business.

THE EDWIN H. FITLER CO.
New Orleans 17, La. Est. 1804 Philadelphia 24, Pa.

More Data Nos., Minnetonka Boat 367 and Fitler 368



Could you sell House Boats if you had them in stock? We have a plan.

Flotel can satisfy your customers' requirements for House Boats and Utility Boats. *Flotel's* unique twin hull method of unit manufacture assures unusual values.

Flotel

NO. 1 MAIN STREET
RICHMOND, INDIANA
TELEPHONE 2-2151

JAMES *Fanara, Inc.*

☆ Boat Covers ☆

Custom fitted or Universal Covers

custom fitted at universal prices

FABRIC: heavy first grade 10.10 oz. Vivatex weather resistant, aqua, grey or khaki.

THREAD: orlon — gives years of service.

SEAMS: double stitched.

Outboard Motor Covers:

heavy canvas flannel lined

small $3.00 medium $3.50 large $4.00

WRITE FOR CATALOG

JAMES *Fanara, Inc.* 53-59 Central Park Rochester 9, N. Y.

Manufacturers Representative Territories Open.

Style-Crafters New Aqua-Float Line Said To Be Bigger & Better Than Ever

NOW, WHEN EVERY indication points toward an ever bigger boating season ahead, Style-Crafters, Inc. announces the most complete line in its history. Greg Shorey, president of the Greenville, S. C. firm, believes it to be one of the most complete lines in the industry.

This interesting photograph shows a part of the new plastisol Aqua-Float for fenders, mooring buoys, life line floats, etc.

The 1957 array includes hollow-molded vinyl plastisol Aqua-Floats for fenders, mooring buoys, life line floats, ring buoys, seine and net floats, ski rope floats and a host of other uses. Aqua-Floats are available in several brilliant shades — yellow, red, blue and white molded-in colors. The plastisol used in Aqua-Floats, says Shorey, was developed especially for marine use; it's virtually leak-proof, scratch and scuff resistant, tough, lightweight and easy to clean, according to Style-Crafters.

Another highlight of the 1957 Aqua-Float line is a new ski and surf belt styled in a smart plaid fabric with a companion zipper-front ski vest in matching plaid. Both garments are pictured, as well as one of the new styles found in Style-Crafters 1957 Aqua-Float cushions.

The picture shows just a part of Style-Crafters' new Aqua-Float line. In lower left hand corner, it's the smart, plaid ski-vest and in the upper right, there's the newest Aqua-Float ski and surf belt. That's a U. S. Coast Guard approved cushion in the center.

Float-action in this new plaid pair is provided by prime Java Kapok in electrically sealed plastic inserts which contour the body, according to Style-Crafters, and allow complete freedom of action. The new ski and surf belt is available in three sizes with snap hook closure and adjustment up to 48" waist. Additional flotation is provided in larger sizes.

The Aqua-Float line includes balsa and cork life jackets, U. S. Coast Guard approved jackets and child's swim vests. The complete line of Style-Crafters-made jackets, ski and surf belts and child's swim vests are attractively packaged.

More Data Nos., Flotel 369 and Fanara 370

The new line of U. S. Coast Guard approved boat cushions includes bright array of new colors and new color combinations. A wider selection, says Shorey, is being offered in cloth covered cushions. New color combinations are being featured this year to allow the dealer to show a wider selection of cushions without an increase in stock, according to Shorey.

For More Information Write No. 1148 on "More Data Card"

Depth Indicator In Two New Models To Be Shown By Sonar Radio Corp.

CLAIMING AN AUTHENTIC FIRST in the field, the Sonar Radio Corp. of Brooklyn, N. Y., is announcing production of a new portable depth indicator which can be operated similarly to a portable radio.

Both the D-120P portable — which works on a 6-volt wet cell rechargeable battery and can be used independently of, or interconnected with, the boat battery — and its sister model, the D-120B, which requires installation, give accurate readings on depths from a foot to 125′.

New depth finder is portable and its operation is similar to that of portable radio.

Because no installation is required, the D-120P can be located away from sun and water reflections aboard a boat; use of an exclusive gimbal with the D-120B permits reaching any viewing angle for sharper indications, Sonar points out.

Still other items in the Sonar electronic equipment line will be a part of the manufacturer's exhibit at coming shows. One is the new Sonafinder—a completely portable direction finder. So versatile is this new finder that it can be used on anything "from a rowboat to an ocean liner," says the firm. Outstanding features of this DF4X Sonafinder include a sense antenna to positively determine true bearing, a 12″ loop which can be located at a remote position outside the wheel house for peak performance and seven tubes (featuring tuned RF, mixer, two stages of IF, VTVM tuning meter, detector, AVC and audio). These and many other features provide the reading of bearings in less than ten seconds and to better than two degrees.

The Snap-On M35WS 35-watt radio with five marine channels is another of the newest additions to the Sonar line. As its name implies, this unit was designed to satisfy a real need for a compact, lightweight marine radiotelephone which boat owners could mount in the cockpit area where the skipper could operate it right along with his helmsman's duties. Another advantage, the producer points out, is that it can be removed very easily for storage, safety or any other reason without requiring that it be retuned each time.

(Continued on page 554)

KAHLENBERG AIRHORNS
THE MASTER SIGNALS ON LAND AND SEA

KAHLENBERG AIRHORNS

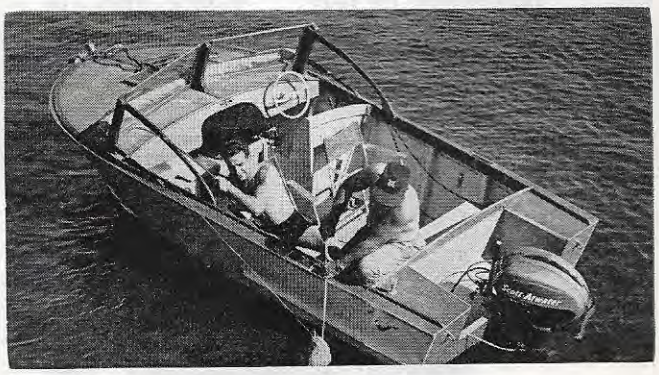
FIRST IN Quality
FIRST IN Harmonics
FIRST IN Performance
LOWEST IN Air Consumption

For continued successful operation at sea, there are no substitutes for these important factors in **YOUR** navigation whistle — and Kahlenberg has them all — plus many more!

Write, wire or phone for complete information

KAHLENBERG BROS. CO.
Manufacturers of Diesel Engines, Auxiliaries, Propellers, Airhorns
1701 12th St. • Two Rivers, Wis., U. S. A.

IN A PLAYMATE... IT'S THE BUILD THAT COUNTS!



Hughes Playmate

AVAILABLE THROUGH FRANCHISED DEALERS ONLY

HUGHES 647 NORTH ST., DAYTONA BEACH, FLORIDA

More Data Nos., Kahlenberg 551 and Hughes 552

NEW IMPROVED ----

Tiller Rope

49 Strand
Galvanized
Wire Core
1000 lb. Test
coated with
"LAVAN"
Marine
Plastic
formulated
to withstand
sunlight and
salt water

DISPLAY STAND WITH EACH SPOOL

250 ft. — 500 ft. — 1000 ft.

3/16″ Diameter

List 15c per foot

UNCONDITIONALLY GUARANTEED

See us at the New York Show, Booth #D-69 — Chicago Show, Booth #502

Olson Co. SARASOTA, FLORIDA

CHAUVIN LITTLE GIANT TRAILERS

"Little Giants" for 1957

THEY "TRAIL LIKE A SHADOW"

MODEL
The Sportsman
Capacity 500 lbs.
Featuring New Easy-tilt Loader

AMERICA'S MOST COMPLETE TRAILER LINE

Chauvin's new 1957 "Little Giant" Boat Trailers are the most versatile being manufactured today, introducing new innovations and features to accommodate boats up to 26′ in length and any width regardless of make, whether they are Outboards, Inboards, Sailboats, or Cruisers. We are proud to say that the "Little Giants" are still the strongest and sturdiest boat trailers being offered in America.

Chauvin specializes in special trailers manufactured to carry bulk loads suitable for Dealers, Distributors, and Builders.

Quotations upon request.

Designed and Priced to create a New High in Sales.

Write today for New 1957 Chauvin catalog and details on how you can become a "Little Giant" dealer.

CHAUVIN INDUSTRIES, INC.,
383 Shrewsbury St., Worcester, Mass.

FLERLAGE

(Continued from page 72)

and the Coast Guard Auxiliary, used the meeting room provided by the company but so great was its enthusiasm and so powerful its drive that it soon outgrew the facilities offered by Flerlage Marine and had to seek larger quarters. Now recognized as one of the outstanding leaders in the outboard field, COBRA has grown to impressive size and now owns its own 16 acre tract of river frontage complete with parking lot, picnic area and an excellent launching ramp. Not the least bit complacent as a result of their achievements, the group are now setting their sights on a modern clubhouse.

Equally progressive and promotion minded, Dick Flerlage has used a variety of methods to further boating interest in the area and push his company along to still greater size. A firm believer in classified advertising, Flerlage not only has ads in all three local papers each day throughout the year but holds the largest contract for telephone book advertising of any dealer in his area. Cooperative window displays with companies in other fields has been another method utilized to display his firm's equipment. In recent months, by this means, Flerlage Marine has displayed Johnson Motors with various boats in the windows of a downtown department store, appliance dealer, bank and suburban automotive agency.

The past two years Flerlage used a weekly TV sports show to give away a Johnson Seahorse motor each month, while incidentally displaying the motors to thousands of viewers during the season. Here a customer participation contest was used with viewers writing in their answers to important questions on conservation and water safety. An impartial panel of judges selected the lucky winner of each month's prize motor. Flerlage also assisted the Cincinnati Outboard Runabout Ass'n. in its growth with donations of money and material and also purchased debenture notes to assist in the financing of the purchase of their land.

Not the least of the things done by the company to promote boating in the area was to take the lead in bringing together other dealers and organizing the Greater Cincinnati Marine Dealer's Ass'n. Although only little more than a year old, this organization has already successfully promoted a cooperative boat show and done much to bring about better understanding among its members. When local banks seem uninterested in financing boat and motor sales several years ago, Flerlage succeeded in getting one of the city's largest to buy his time paper on a trial basis. This proved profitable for the bank and resulted in many thousands of dollars worth of sales.

Of course such an aggressive program as Flerlage carries on calls for constant expansion and progression. In September of last year a new position of General Sales Manager was created at Flerlage. Walter Dietz was retained for this post. Dietz had formerly been associated with the Cincinnati Transit Co. Under his direction Flerlage has already noticed increased sales activity and believes that he will prove to be a decisive factor in its constant endeavor to remain a leader in the area.

High freight and transportation rates on boats were another problem that Dick Flerlage and his crew faced head on. Today they haul a large percentage of their own new boats on trailers which are designed and built in their own shop. This not only reduces in-transit damage and cost but also expedites delivery.

More Data Nos., Olson Rope 373 and Chauvin 374

Today the company handles, in both its stores, Johnson Seahorse Motors as well as AlumaCraft, Borum, Chris-Craft, Crestliner, Grumman, Lyman, Penn Yan and Trojan boats. It also handles, on a jobbing basis, Wilcox-Crittenden and Perkins hardware, Brolite and Interlux paint, Danforth anchors, Kuhls products, Safeguard cushions and vests, Smoker oars and paddles, Plymouth rope, Jabsco and Sutton pumps, Topsider shoes, PAR hand pumps, and Wesbar carriers as well as many other allied lines. It is the area's exclusive distributor of Tee Nee boat trailers and is dealer for Chrysler engines, Gator trailers and Graymarine products.

Additional lines include Stewart-Warner instruments, Goodrich cutless bearings, Rochester steering ropes, Hedlund and Kimball skis, Garelick products, Lovett pumps and a complete gift line.

As if this weren't enough there are Bushnell Binoculars, Atlantic-Pacific life saving equipment and Federal and Michigan propellers.

Looking ahead to an even greater future, Flerlage has plans underway for an ultra modern marina to be in operation before the new Markland Dam is completed, a dam which will create a much larger pool of water for Cincinnati's boatmen. Proof that important things are underway to increase pleasure boating even more is the fact that the Mayor of Cincinnati, Mr. Charles P. Taft, recently appointed a committee to develop plans for a municipal yacht basin and coordinate river front development with the City's Master Plan, asking Flerlage not only to serve on the Committee but also to help organize it.

"You just can't stand still", Flerlage says, "or the fellow across the street will not only catch up to you in business but pass you by as well".

Much Of The Drama In Miami-Nassau Race Involved A Johnson-Powered Botved Coronet

THE MIAMI-NASSAU power boat race which was held early in December was described as "the world's toughest boat race." First off, there were only 11 of the 21 boats which were entered that made an appearance on the morning of the race. This was reported to be due to the three to five foot waves just off Miami and the 15 to 20 foot waves out in the Gulf Stream on that particular day.

Despite warnings of the officials not to attempt it, the smallest boat to begin the race was a 17½′ Botved Coronet outboard cruiser powered by two 35 hp Johnson outboard motors. The boat returned to shore after about 15 miles out to bring back a crewman who had cut his arm severly and needed medical attention. However, the craft returned to the race again only to run into a stranded racer who was having motor trouble.

After escorting this craft to Frasen's Hog Key for the night, the Coronet cruiser continued and completed the race. Even with time lost because of these two detours the little craft is reported to have come in sixth of the eight that finished the race.

This gruelling 186 mile grind took such a toll on the craft that several of them had to be shipped back by steamer but the Botved cruiser made the return trip under its own power and in an unofficial time of nine hours and 21 minutes. Reports say that if there was a reward for valor, the Botved Coronet would have won it.

Cornell SUPER "16"
Advanced Utility . . .
Tomorrow's Styling

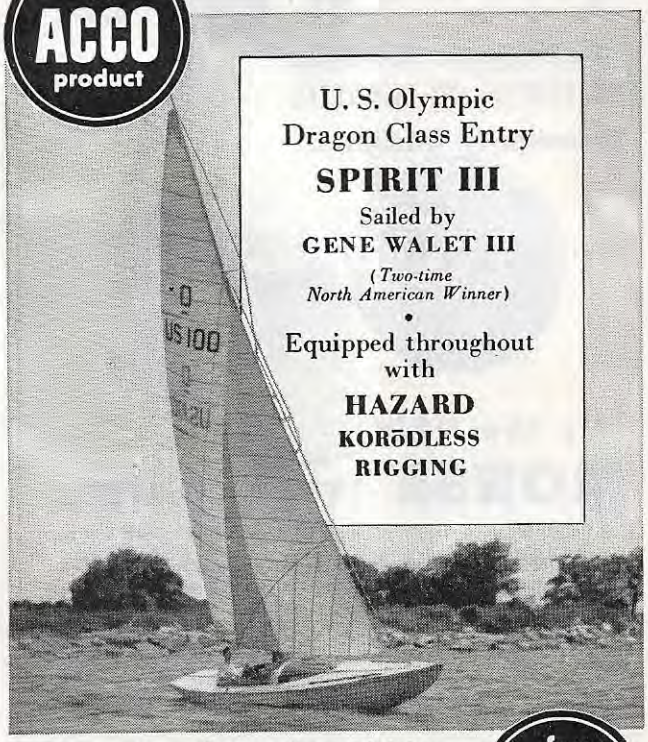
Here's a new, fast, seaworthy Maine-built boat that will mean extra sales and extra profits for you. A spacious 16 footer that's built right and priced right. Thrilling speeds up to 45 m.p.h. — seats 7 — sleeping room for 3 — rich mahogany decks, seats and dashboard—gleaming chrome hardware and trim—walk-thru steering seat. Ideal for all-round family use—water skiing, cruising, weekend trips, etc.

Cornell Dealerships Available. Write Today.

F. M. CORNELL & SON, INC.

THOMASTON • MAINE

an ACCO product



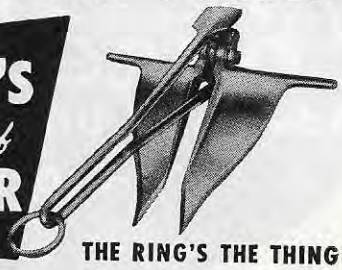
ACCO Hazard Wire Rope Division
AMERICAN CHAIN & CABLE
Wilkes-Barre, Pa., Atlanta, Chicago, Denver, Houston, Los Angeles, New York, Odessa, Tex., Philadelphia, Pittsburgh, Portland, Ore., San Francisco, Bridgeport, Conn.

for All Boats

More Data Nos., Cornell & Son 375 and American Chain 376

BENSON'S DAILY DOUBLE

BENSON'S *Snag-Proof* **ANCHOR**



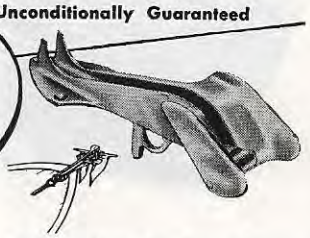
THE RING'S THE THING

Ring locks anchor securely off deck and releases anchor from bottom. You can't lose. It sinks n' thinks!

Unconditionally Guaranteed

and NEW

Safety **BOW CHOCK**



Makes bow anchoring safe from stern. Cradles anchor securely on point of bow. Stainless steel roller for easy movement. Installs easily.

Write for free information:

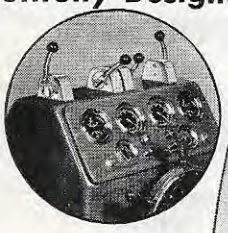
Perfect Combination For Better Boating

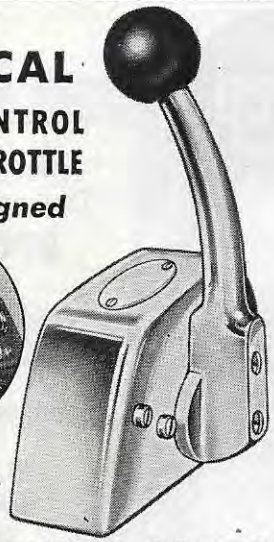
BENSON'S ANCHORS, Inc.
316 South Orchard Rd. Syracuse 4, N. Y.

ECONOMICAL

A UNIVERSAL CONTROL FOR CLUTCH OR THROTTLE

Beautifully Designed





It's the NEW

MORSE TYPE S CONTROL

For Gas or Diesel • Single or Twin Engines • Single or Dual Stations

The new Morse Type S Control provides, at very low cost, a universal engine control unit. It may be used with any make of push-pull cable—with cable over pulley systems or rod and bell crank systems. The Type S may be adapted quickly—on the job—to any control requirement. It includes externally adjustable brake tension and positive travel limit stops. Inexpensive accessories provide positive Diesel idle stop, with shut-off; adjustable Diesel governor spring compensation; positive lock-out for dual stations. It is simple, attractive — durable.

MORSE INSTRUMENT CO.

See your Morse Marine Dealer or write for further information.

22 Clinton St. • Hudson, Ohio

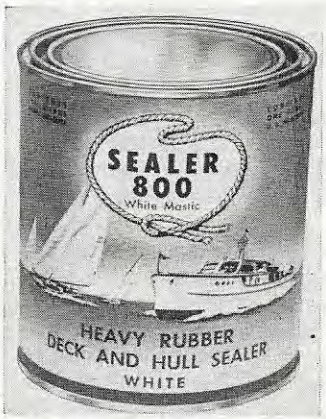
Increasing Popularity Of Marprox Sealers Reflected In Increased Production Of Firm

THE INCREASING POPULARITY of Marprox Sealers has resulted in stepped-up production at the company's plant in Oshkosh, Wis. Marine Products, Inc. has long been one of the recognized leaders in the production and sale of bedding and seam compounds of synthetic rubber which provide the adhesion and flexibility so necessary to builders and owners alike.

Sealer 900 is newest sealing and caulking compound by Marine Products, Inc. Sealer Solvent provides quick removal of excess material from work and hands.

The now-famous liquid rubber compound Sealer 900, which was first introduced in 1950, is available in four colors. The original amber is a clear, natural color which blends into most woods and finishes when dry. Other colors are white, black and mahogany — a perfect match for stained or natural mahogany finishes. Sealer 900 is furnished in a handy squeeze bottle or in cans.

Said to be "the most versatile of sealers," Sealer 900 is used extensively in boat repairs and as a seam sealer double planking compound and canvas-bedding compound in new boat construction. In short, it is ideal for most applications where an adhesive watertight seal is required.



Sealer 800 is available in ready to use cans from ½ pint to gallons.

The manufacturer also produces Sealers 700 and 800 which are both of heavier rubber mastic formulas. Like the sealer above, it is for use in all new boat construction and the repairing of older craft. These compounds are easily applied with a knife or a gun and provide a flexible adhesive seal that is long-lasting and durable. Sealer 700 is produced in a black color and Sealer 800 in white and mahogany. Both are furnished ready-to-use in cans from half-pints to full gallons.

Introduced at boat shows last year, Sealer Solvent is for use in removing excess sealer after application and

More Data Nos., Benson's 377 and Morse 378

aids in cleaning hands and tools. Other Marprox sealers are Sealer 1000, a liquid used for making gaskets and as a gasket sealer, Marprox Metal Mastic which is a liquid metal for repairing cracks in metal parts and Seal Patch 600, a liquid rubber adhesive for repairing rubber products, leather, canvas and vinyl.

Booths C-148 and C-149 will hold the Marine Products, Inc. dislay at the New York Boat Show in January and booths 434 and 435 will be occupied by the manufacturer at the Chicago Boat Show in February.

For More Information Write No. 1150 on "More Data Card"

Chicago Boat Show Will Feature A "Water Sports Wonderland" Diorama

GUY W. HUGHES, executive director of the Chicago National Boat Show, is shown in the accompanying photograph, examining a scale model of a 27,900 sq. ft. "water sports wonderland" diorama that will be a feature of the 1957 exposition February 8-17 at the International Amphitheatre. The huge exhibit, complete with real water and full size boats and other boating equipment will be built around the activities of the mythical "Hometown Boat Club," the facilities of which will cover an area 310′ x 90′ at the south end of the Amphitheatre's South Hall addition.

The clubhouse and its facilities are at left in the picture. These include, from left to right, a restaurant, a theatre in which free movies on water sports will be shown, a service building, launching and docking area and a parking area for boat trailers. To the right of this is a swimming pool.

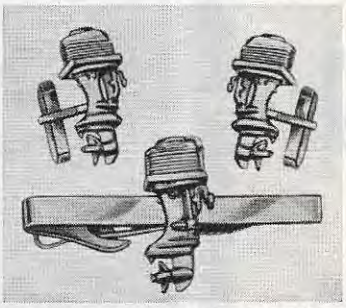
Guy W. Hughes looks over the "water sports wonderland" diorama, to be featured during the 1957 Chicago National Boat Show.

In the photo, Hughes adjusts the model-makers miniature verison of what will be a huge, 14′ x 15′, illuminated map showing waterways and boating facilities in Minnesota, Michigan, Wisconsin, Illinois and Indiana. A boater wishing to know where he can launch, navigate or store his craft in any of these states will push an appropriate button. The desired information will be shown by means of lights on the map. At the neighboring booth of the Outboard Boating Club of America, show sponsor, free literature will be available spelling out in detail the boating facilities of these five states.

At the extreme right will be a 15,000-gallon swimming pool which will be constructed especially for the boat show. Free demonstrations highlighting various water sports activities will take place here several times daily.

On the beach to the left of the swimming pool, fashion shows will be held daily featuring resort, sports, swimming, boating and vacationing attire for men, women and children displayed by professional models. The exhibit will be set off by live trees and flowers.

BOAT & EQUIPMENT MANUFACTURERS
. . . SERVICE ORGANIZATIONS . . .



ARE YOU MISSING THIS MOST POPULAR, MOST PROFITABLE WAY OF PROMOTING YOUR PRODUCT?

An increasing number of the industry's most prominent manufacturers have ordered and ***are re-ordering*** His Lordship's unbelievably accurate miniature replicas of their products and services.

Such fascinating, lasting reproductions of boats, marine equipment and supply items are enthusiastically appreciated by customers, dealers and distributors.

WRITE US NOW FOR CATALOG, SUGGESTIONS & PRICES.

HIS LORDSHIP PRODUCTS CO.
245 Seventh Avenue • New York 1, N. Y.

His Lordship
Nautical Jewelry
DISTINGUISHED BY ITS AUTHENTICITY

CANADA'S
OLDEST and LARGEST

Boats sell in U. S. for same prices as in Canada.

More Data Nos., His Lordship 379 and Munro Boats 380

STEM

From around the world

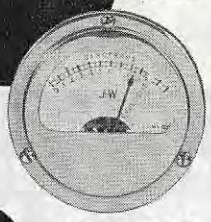
Stem brings fine imported lumber for the boat industry

Quantities from 200 board feet to truck load or mixed car.
Teak, Limba, Prima Vera, White Oak, African, Honduras and Philippine Mahogany.
Complete stocks of foreign and domestic hardwoods, lumber and veneer.

WRITE FOR DETAILED LIST

CHESTER B. STEM, INC.
143 Grant Line Road, New Albany, Ind.

SAFE ... from gas explosions aboard your boat with a J-W SNIFFER!®



A strong appeal to help pre-sell your customers through ads and stories in leading boating magazines during 1957. Show and sell the J-W SNIFFER for extra profit.

J-W **JOHNSON-WILLIAMS, INC.**
PALO ALTO 5, CALIFORNIA

Over 25 years of leadership in explosion prevention

SONAR

(Continued from page 549)

Distinct features of "150" make unit outstanding radiotelephone.

The Snap-On has a remotely installed power supply fed through a permanently connected tray on the bulkhead. The unit is snapped on or off of this tray as desired. It includes the power supply, two pairs of crystals, a push-to-talk carbon mike and a 17-watt public address system.

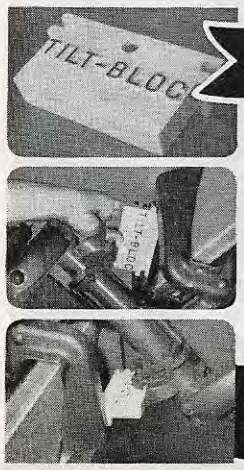
Somewhat related to the Snap-On is Sonar's Dial-O-Matic 150-watt radiotelephone. It is now possible, says Sonar, for a boatman to have a marine radiotelephone with a remote control that is used like a dial telephone. Among other things, it features ten marine channels, crystal control and has a broadcast band. Any number of recepticals can be installed and the telephone can be plugged into any location desired, say its designers.

This unit provides these principal features: Low battery drain; exclusive low voltage tune-up system; harmonic suppression 80 DB; a receiver with one microvolt sensitivity and finest workmanship.

For More Information Write No. 1149 on "More Data Card"

New Industrial Development At San Leandro, Calif. Will Be A Boat Manufacturing Firm

THREE EMPLOYEES and an investment of some $25,000 are only a part of the assets with which the new firm of Preble Boats is beginning the boat building business at 2050 Orchard Ave. in San Leandro, Calif. according to a news story in a recent issue of the Daily Commercial (San Francisco, Calif.). The new firm will manufacture both inboard and outboard boats at the Orchard Ave. address which boasts 2,500 sq. ft. of production area. The owner is John S. Preble, Jr.



TILT-BLOC presents...

★ PROTECTS LOWER UNIT while hauling.
★ FACILITATES LAUNCHING boat and motor from trailer.
★ REDUCES STRAIN and TORSION on transom by PROPERLY BALANCING MOTOR during hauling and storage.
★ Quickly installed and removed.
★ Made of strong, lightweight aluminum alloy.
★ Attractively painted with high grade enamel.

A simple, practical, inexpensive device to PROTECT your OUTBOARD MOTOR and transom during hauling and storage while motor is mounted on your boat transom.

★ FITS THESE OUTBOARD MOTORS:
All 25 hp, 30 hp, 35 hp JOHNSON & EVINRUDE.
All 22 hp, 25 hp & larger BUCCANEER, ROYAL, SEA BEE, SEA KING, HIAWATHA & ELTO.

$2.95 LIST

Dealer and distributor inquiries invited.

manufactured by

Griffin's OUTBOARD MOTORS, INC.
1890 CHESHIRE BRIDGE ROAD, N.E.
ATLANTA 5, GEORGIA

More Data Nos., Stem 381, Johnson-Williams 382 and Griffin's 383

New Michigan Trailers By F. A. Long Co. Promise To Be Popular Sellers For 1957

Michigan . . . That's a new name in the boat trailer field. The new Michigan trailer is being introduced this month by the F. A. Long Co. of Benton Harbor, Mich. (Ed. Note—That's just across the river from The Boating Industry's offices.)

According to the Benton Harbor firm, more than a year of re-designing and engineering activities have gone into the improvement of the original under-slung trailer acquired in 1955 by purchase of the assets of Sporting Specialties Co., originators of this model.

This is the new Michigan trailer, made by F. A. Long Co. at Benton Harbor, Mich.

The Michigan has 15″ wheels with automotive tires, affording, according to the manufacturer, a safe, comfortable ride for the boat. Other features credited to the improved new marine trailer includes more road clearance and a lower center of gravity.

The three-point suspension featured in this trailer is said to eliminate the rollers in its design as well as straps that require loosening. Yet, says Long, it requires less than a minute to launch or load a boat.

Special Manganese Bronze boat hardware is furnished. The Michigan is adjustable for most any craft, according to Long. It is available in several different sizes. There's one for 10′ to 12′ craft, another for those in the 12′ to 14′ length and still another for 14-footers and 16-footers. Then, there is allowance made for the fact that boats with even the same lengths vary in beam size. There's a trailer 54″, 60″ and 66″ widths or for any combination thereof, according to the manufacturer. Optional equipment on the Michigan trailers, which will accommodate boats that weigh less than 500 pounds, includes a patented quick coupler and knee action feature.

For More Information Write No. 1161 on "More Data Card"

8 FT. DINGHY PRAMS

TWO NEW MAHOGANY MARINE PLYWOOD MODELS

New Low Cost Semi-Built Model .... with Hull Assembled!

Why struggle from scratch when $39.95 buys an 8 ft. Broadwater Dinghy Pram with HULL PRECISION ASSEMBLED at factory, including PRE-DRILLED holes for the seat rails and keel. You can't go wrong. It takes no skill to attach the 12 pre-cut parts. You save time — money — and costly errors. Brass screws. Wt. 59 lbs. Beam 44". Depth 15".

Retail $ 39.95 F.O.B.
Crates $3 each

Completely Built Model $54.95

DEALER INQUIRIES INVITED

BROADWATER BOAT COMPANY

Dept. BI-1 • Shadyside, Md.

"For Those Who Buy The Best"

ALL STEEL CASEY CRAFT TOPS IN SPEED

"When Faster Boats Are Built of Steel Casey-Craft Will Build Them"

See Pages 529 — 543 — 573

CASEY-CRAFT, Mermentau, La.

More Data Nos., Broadwater 384, Airguide 71 and Casey-Craft 332

INCREASE *engine life*
REDUCE *maintenance costs*

with
GRIDCOOLERS
for

- PLEASURE BOATS
- WORK BOATS
- FISH BOATS

Write
For free catalog describing the most efficient marine engine cooling system offered today.

R. W. FERNSTRUM & COMPANY
Menominee, Michigan

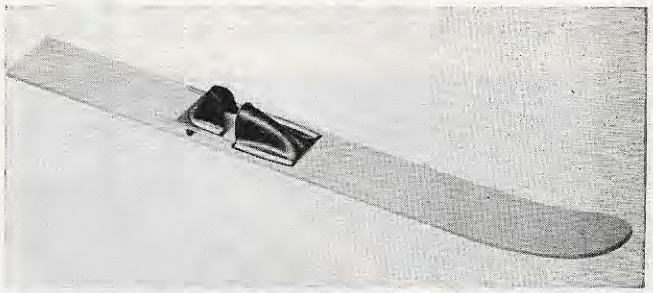
SALT OF THE SEA
won't affect me
FLOATING FILTR-FUNLS
2 qt., 1 qt., 8 oz., 2 oz.

NON-CORROSIVE, RUST-PROOF, NON-BREAKABLE IN ANY CLIMATE
An attractive RED plastic with an extremely fine stainless steel screen permanently sealed-in.
12 8 oz. or 2 oz. Funnels in an Eye-Catching Display Box.
- Positively Non-Breakable Even at 60° F. Below Zero
- It Floats

BOWEN MFG. COMPANY
VILLA PARK, ILLINOIS

Kimball Introduces New Dolphin Wood Skis And Fiber-Glass Battery Box In Many Colors

KIMBALL MANUFACTURING CORP., San Francisco, Calif. has expanded its water ski collection for 1957 to meet a wide variety of tastes, budgets, and levels of skier accomplishment. Bright plaid, check, and stripe patterns and a solid white have been added in the colorful Fiber-glass skis developed by Kimball. The company's Dihedral wood skis, now introduced in slalom as well as standard models, have acquired an all-new companion in Dolphin wood skis.



Kimball's new Dolphin ski — Model 200 — is shown in chrome-yellow marine finish with standard Kimball bindings.

Other features for '57 include Kimball automatic adjustable bindings with the smooth-action, springless fingertip trigger. The bindings, molded of durable black Neoprene rubber and standard equipment on all Kimball skis, have been re-styled for even more comfortable fit.

New designs available in Fiber-glass pattern skis are a gay red plaid, a warm yellow-and-white check, and a sleek red-and-white Catalina stripe. Fashion-wise white, to compliment all swimwear, has joined red and yellow in Kimball's solid color selection. Patterns and colors are permanently fused into the Fiber-glass during the molding operation.

Dihedral wood skis, named for the shape of the planing surface that cuts the water like a boat, were designed by pioneer water skier Don Ibsen for tournament and professional use. Kimball has constructed the skis of fine-grain sitka spruce, waterproofed with high-lustre silicone lacquer, and calls attention to the skis' non-skid, quick surfacing properties. New model 350 slalom has a rear toe piece and polished aluminum deep keel.

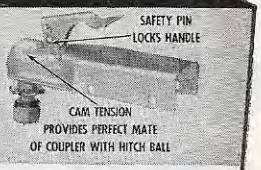
Entirely new, Dolphin wood skis are intended, according to Kimball spokesmen, to provide a quality water ski at lower cost. Of tough, sturdy wood protected by a chrome-yellow marine finish, Dolphin skis include the same molded rubber bindings, adjustable

Boat Owners Prefer and BUY DRAW-TITE HITCHES

- Made for all car models
- Complete—install in 15 minutes
- Rugged solid bar steel
- Cadmium or chrome plated
- "Only The Ball Shows"

Over 500,000 Sold for BOAT and UTILITY TRAILERS

Boost sales of other marine accessories by making your shop "headquarters" for these boat trailer hitches of growing demand! *Only Draw-Tite Hitches are custom built for all car makes.* They require no assembling, install in 15 minutes, haul up to 2000 lbs. G.W. Factory shipments within 24 hrs. of receipt of order keep your inventories low . . . help you make a handsome profit on every sale!



***Cam Tension* COUPLER**
Features special safety lock handle and fast, positive coupling and uncoupling due to cam action. *Can't release accidentally!*

DRAW-TITE COMPANY
ONLY THE BALL SHOWS — DRAW TITE COMPANY — BELLEVILLE, MICH.
Factory: Belleville 2, Mich. Phone: OXbow 7-2941
Branch: Starke 11, Fla. Phone: 271

Visit us at the Boat Shows . . . at New York, Space No. C-47 . . . at Chicago, Space No. 13
More Data Nos., Fernstrum 385, Bowen 387 and Draw-Tite 388

heel with springless trigger, and the same aluminum alloy fittings as higher-priced Fiber-glass and Dihedral wood skis.

Another new Kimball product is the Fiber-Glass battery box, color-keyed for perfect match with 1957 models of Johnson, Evinrude, Mercury, Scott-Atwater, and Oliver outboard motors. It's engineered to protect batteries used in all types of boats, and designed for use with both standard 6-volt and increasingly popular 12-volt electrical systems. It measures 7⅞" wide by 12¼" long, inside.

The new Kimball battery box is color-keyed to 1957 outboard motor colors.

The lid of the new box has been molded in a unique shape with flared corners. This permits exiting of the cable from any of the four corners, says Kimball. Kimball also stresses advantages inherent in the Fiberglass itself, including light weight, durability, and prevention of short circuiting from the battery inside, while protecting it from corrosive elements outside.

The entire unit can be mounted quickly and permanently on the floorboard of any type boat, yet is readily removable for disconnect and charging.

In addition to the wide assortment of 1957 matching-motor colors, the battery box is also available in Kimball Red or Grey to harmonize with earlier models or other makes of motors. The battery box is also recommended by Kimball as an emergency power source, for use in trailers or camping expeditions, as a first aid kit and as an emergency rations, tool, or accessories storage case.

Descriptive catalogs are available from Kimball on any of its numerous products.

For More Information Write No. 1162 on "More Data Card"

Bob Sloan Buys Warehouse In N. Y. As Part Of New Dealer Service Policy

SOMETHING NEW IN DEALER SERVICE has been undertaken by Bob Sloan, New Hartford, N. Y. factory agent for Aero-Craft boats built by Harwill, Inc., St. Charles, Mich. The result: doubling of Sloan's sales to dealers in his area.

What the enterprising agent did was to buy a warehouse on Pearl Street at New Hartford—"purely as a service to dealers."

(Continued on page 558)

MORE ROOM . . . MORE STABILITY

14' BB Baitcaster Has 6'2" Beam!

Fast, Seaworthy — Designed for Fishermen

For comfort and convenience, there's just nothing like the BB Baitcaster. She'll travel better than 35 m.p.h. with outboards up to 40 h.p. Plenty of room for casting, or to take out 7 people. Dry, unusually safe. Solid floorboards throughout, watertight storage compartments, glove compartments. Tough one-piece Beetle Fiberglas hull with color molded in. Can't leak, rot or rust. Practically no upkeep.

Valuable Beetle Franchises still available in some areas. Write today for complete details.

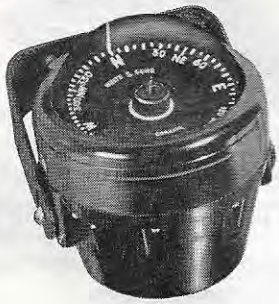
World's Largest Molders of One-Piece Fiberglas Boats

BEETLE BOAT CO., INC.

NEW BEDFORD 15, MASS.

TENDERS • ROWING OUTBOARDS • SAILBOATS
RUNABOUTS • INBOARD UTILITIES AND CRUISERS

See us at N. Y. Boat Show Booth B-61



See the new

CORVETTE COMPASS FOR OUTBOARDS

At The Show Booths C96 and C97

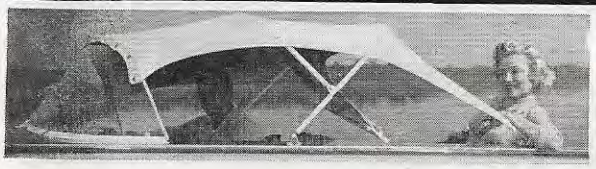
A development of our famous Corsair Spherical Compass now used on 30,000 boats. Rugged, reliable, extremely sensitive, accurate. Mounts on chromed spring plate. Instantly removable for taking bearings or storage. Write for circular.

$24.50

WILFRID O. WHITE & SONS, INC.

Manufacturers of the low-priced WHITE ECHO DEPTH SOUNDERS
178 ATLANTIC AVE., BOSTON 10, MASS.

SMOOTH ACE SPORT TOP AND WINDSHIELD COMBINATION GIVES YOU YEAR 'ROUND BOATING



ALSO SEE OUR SMART FULL LENGTH MODELS

Streamlined beauty — wide range of color combinations. Ease of Operation: raise or fold down simply, quickly. Quality Construction: Tailored in the finest grade of water-repellent duck. Framing of plastic coated pipe — chrome-plated hardware — designed to fit and look right first and always.

"When it's Ace—it's Tops!"

ACE Boat Tops 2308 Phoenix Ave., Jacksonville, Florida

Dealers and manufacturers inquiries are invited.

More Data Nos., Beetle 389, Wilfrid White 390 and Ace Boat Tops 391

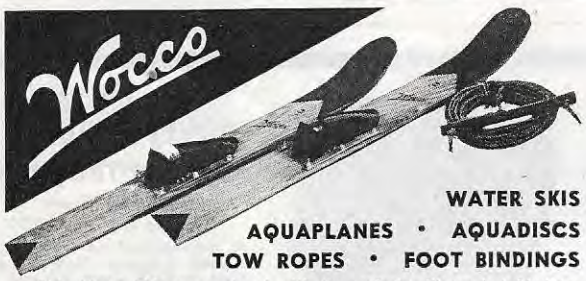
CROWNLINE MODEL "700"

806-807-808

Drill these numbers into your mind—because they are the space numbers where you will see the boat pictured above — Along with 2 other runabouts, fishing boats and canoes — the most complete line of FIBER-GLASS boats at the show.

CROWNLINE MFG. CO.

ONARGA, ILLINOIS



WATER SKIS
AQUAPLANES • AQUADISCS
TOW ROPES • FOOT BINDINGS

Only Wocco Skis are equipped with the exclusive Wocco foot bindings (U.S. Patent 2,664,578) which are adjustable for foot width as well as length—Std. models of solid ash—Deluxe models with mahogany foot islands —Sizes 3 ft. to 6 ft.

Aquaplanes of mahogany faced marine plywood—natural varnish finish with red tips and textured foot surface.

Manufacturers' Agents' Inquiries Invited

THE WOCCO COMPANY
490 THORNYCROFT AVE. PITTSBURGH 34, PA.

SLOAN *(Continued from page 557)*

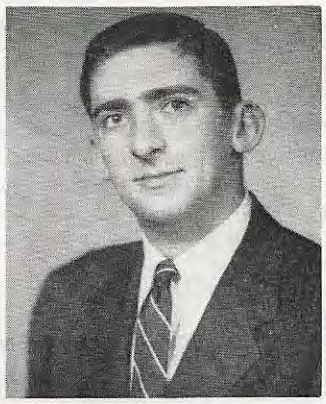
He needed it because dealers located some distance from the thruway in New York State weren't able to take advantage of Harwill's simplified delivery system, utilizing the thruway. Since 1955, Harwill has brought boats in company-owned trailers to New York State, dropping off dealer orders at thruway interchanges. Because it is cheap transportation and there is no need for wrapping or crating, shipping charges paid by dealers and, ultimately by their customers, are 50% lower than before.

But dealers away from the thruway couldn't easily avail themselves of this service. So Bob Sloan bought his warehouse, used it as a drop-off point for dealer orders (It's in the hub of the state and easily accessable) and then began keeping a supply of Aero-Craft boats for dealers who have rush sales.

He reports 1956 sales more than doubled as a result and adds that dealers get to see a varied line of Areo-Craft boats on display at his warehouse and so determine which ones will sell best in their areas. Right now, he's renovating the warehouse and will be able to store more boats and display them more advantageously.

Aluma Craft Appoints Ralph Brown As Eastern Field Representative

ALUMA CRAFT BOAT CO. of Minneapolis, Minn. has appointed a new eastern field representative. The district will be covered by Ralph D. Brown, Laconia, N. H. resident. Brown will maintain his headquarters in the New Hampshire location, according to Howard C. Griffin, Aluma Craft sales manager, who made the announcement.



Ralph D. Brown

Brown, a former University of Vermont student, is an ex-serviceman and boating enthusiast. He has ranked as both a professional and amateur in this "boating" capacity over a fifteen-year period. His experience as a sailor on New England lakes—this is his amateur experience —and his service as first mate for two years with Capt. F. B. Guild—this, of course is his professional sailing background—up and down the New England Coast, have provided him with a wealth of information that should be helpful in his new position, according to Griffin.

More Data Nos., Crownline 392, Wocco 393 and Pompanette 394

Two Variations On 3-Ton Adhesive Announced By H. A. Calahan, Inc.

VARIATIONS ON A FEW of its standby protective products give H. A. Calahan, Inc., of Mamaroneck, N. Y., a number of new items for its 1957 catalogue.

Chief among the developments is a pair of takeoffs on the long-popular 3-Ton Adhesive; whereas the "parent" product consists of a powder and a liquid which requires on-the-job mixing and immediate application, the offspring—Brushing 3-Ton and Squeezing 3-Ton—are ready for quick application.

Other established Calahan wares available again for the new year are Chilled Varnish, itself the subject of a branch development; Celastic waterproof coating, and Dumbbell Puddening, "probably the strongest, longest-lasting fendering designed thus far".

Termed a "dramatic success" as the result of tests with wood, steel, and aluminum boats over the past year, Brushing 3-Ton is colorless and transparent and can be applied with a brush or sprayed on the surface of a boat to render it waterproof.

Allegedly capable of standing a great deal of abrasion, the Brushing 3-Ton is especially recommended in the yachting field for application to steel and aluminum hulls, lead and steel keels, steel centerboards, and as coating for steel rigging wire. Atop the smooth finish to which it can be sanded paint may be applied in the standard manner, and its temperature tolerance is listed in an impressive range from -130 degrees F to 250 degrees F.

Its insulating qualities are evidenced by an electrical resistance of about 60,000,000 ohms in a 2-mm thickness.

In somewhat more viscous form and marketed with a squeeze bottle applicator, the same material becomes the seam filler known as Squeezing 3-Ton.

On wide seams of more than 3/16", however, the corporation recommends regular 3-Ton Adhesive, which is impervious to everything but nitric acid and derives its name from an independent laboratory's finding that its pull-apart strength exceeds three tons per sq. in.

Made with Chilled Varnish and possessing that product's high gloss and long-lasting characteristics, Calahan's chilled gloss paint in black and white has been adapted for use over flat paint of any kind.

No changes have been introduced into the Celastic line, which is said to have registered about 99 per cent effective in applications to yacht underbodies, decks, cabin-houses, and cockpits, nor in the cheaper-than-cotton rope Dumbbell Puddening, a fendering for gunwales of small boats which consists of a metal web embedded into two beads of sponge rubber.

For More Information Write No. 1163 on "More Data Card"

POPULAR PRICE, BIG SELLING COOL KUKA KLOTH CAPS

PLAN for '57 NOW with COMMODORE!

So extensive is Commodore's new line that you hardly need look beyond this One Port of Call for all your requirements in

EQUIPMENT • FURNISHINGS
APPAREL • INSIGNIA
SUPPLIES • GIFTS

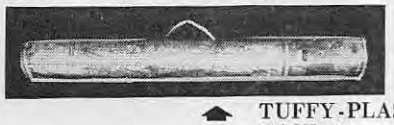
Including Many Big-Profit "Exclusives"

From open mesh, plastic material Kuka Kloth Commodore fashions these super lightweight, shape-retaining caps. They can be wiped clean with a damp cloth.

KUKA KLOTH "LEGIONNAIRES" AND "FLATOPPERS" — $2.00 list. Each made in Navy Blue and in White, with insignia shown.

KUKA CLOTH SHIP & SHORE MODEL for the nautical lass. $2.00 list. Back of crown cut away for coolness. Elastic, adjustable size headband. White with Navy trim, Navy with White trim.

See us at the Boat Show. Write for big catalog and inviting dealer price list.



TUFFY-PLASTIC CHART ROLL CASE. Transparent, heavy gauge, superior plastic. 36" long, 4" dia. Strong handle, rust-resistant zipper closure. Only $2.95 list.

COMMODORE UNIFORM CO., INC.
349 Broadway, New York 13, N. Y.
Tel. CAnal 6-1880

YOUR ONE PORT OF CALL FOR THE FINEST NAUTICAL NECESSITIES

Official Outfitters to the USPS and the U.S.C.G.A.

Race, Relax in a REBEL

Low Upkeep — Low First Cost

Fiber-Glass Hull, Aluminum Spar, Boom, 16' LOA, 6'6" beam, 166 sq. ft. sail area.

10' PLASTIC SAILING DINGHY

PLYWOOD NIPPER 12' cat-rigged

Order Now For Spring Delivery!

Ray Greene & Co. Byrne Rd. at South St. TOLEDO 9, OHIO

Now . . . The TANK TRAP is Only $3.95

For the set of three identical die cast aluminum fuel tank holders

For the Vertical Base Rims of the: EVINRUDE • JOHNSON • MERCURY • CHAMPION • OLIVER • ELGIN • BUCANNEER • WEST BEND . . . and others

QUICK . . . Fuel tank can be released or locked in place in 30 seconds.
CLEAN . . . No slime to spread on boat floor by loose tank.
SURE . . . Simplest positive locking device. No tools! Tank Traps hold tight!

JOBBERS-DEALERS: List Tank Trap in your catalogs at $3.95.

BOAT BUILDERS: Include Tank Trap in your accessories. Use in provisions for remote tanks in your new models.

SPECIAL OFFER: Clip this ad! Pin a Dollar Bill to it. Send to manufacturer for one complete set.

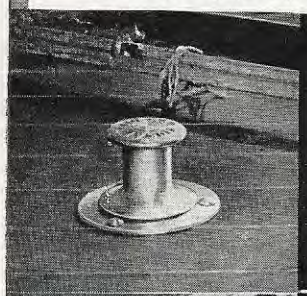
B-T COMPANY, Inc.
121 N. Broadway Milwaukee 2, Wisconsin

More Data Nos., Commodore 395, Ray Greene 396 and B-T 397

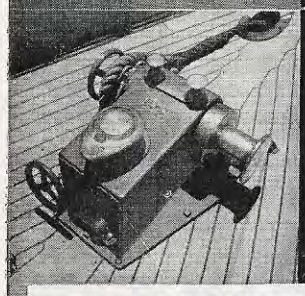
If BOATS are your Business —

PROFIT WITH IDEAL WINDLASSES

To answer the needs of today's yachtsmen, Ideal has a proper size and type windlass to fit all craft; whether it's a 30 or 130 footer. Write for complete information and free catalog on the "Ideal solution" for increasing your profits.



The Mighty Mate has only capstan and deck plate top side; allows maximum amount of free deck space. Operates on a 6 or 12 volt D.C. with a 350 lb. line pull at 25 F.P.M. Low priced, perfect for 26-36 footers.



Model GHWSC. A heavy duty electric windlass for larger craft. Handles loads up to 1,000 lbs. at 20 F.P.M. Five different arrangements of gypsies and wildcats. Weighs 300 lbs. Very compact; installation completely above deck.

IDEAL *Windlass Company Inc.*

WICKFORD, RHODE ISLAND

Your Customers will BUY...

Quietness . . . Cockpit Space . . . Transom Height

BOLLINGER BRACKETS

— Eliminate —

Noise, Fumes, Vibration, Mess

Tensaloy Aluminum

10× stronger than Cast Alum.

Live Rubber Insulation

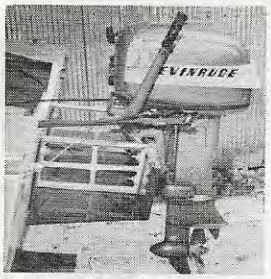
Inside, Outside and Between

Priced to sell for only $37.50

Dealers please write for full information and discounts, to:

BOLLINGER MARINE SERVICE

615 N. Andrews Ave. • Ft. Lauderdale, Fla.



SPEAKING OF FREIGHT COSTS

(Continued from page 84)

ing equipment is expensive to buy and more expensive to maintain. The people who operate their equipment are well organized and highly paid.

Because of this the transportation companies are forced to economize the only place they can and this is where it hurts you the most, in their clerical expense.

I think it well to tell you here that I am not stating established facts now but expressing my own opinions gathered over ten years experience in the Traffic profession.

The average rate clerk, the fellow that decides what rate you will pay on your shipments, is a second or third semester traffic school student who takes the job for experience. Consider this along with freight tariffs themselves. Under section 1 of the Interstate Commerce Act there is a provision which reads to the effect that freight tariffs must be compiled in such a manner so that any reasonably intelligent person can read and understand them. Now this is a standing joke in the traffic profession. Believe me, anyone who hasn't had at least two years schooling in the subject can't begin to understand a freight tariff.

They are highly technical and complicated and for this reason they are prone to error in interpretation.

So much for the carrier. Now how is this problem of overcharges partly the shippers fault?

When you ship freight the carrier issues a contract of carriage with you. This is called a bill of lading. You are required to describe your shipment on this bill of lading and this description is all important. The carriers rate clerk never sees your freight and doesn't know what it looks like. He rates your shipment from the description on the bill of lading. I have made up a theoretical shipment based on some marine dealers freight bills I've seen to illustrate what I mean.

Assuming the rate clerk comes across the bill of lading on this shipment and it reads: 3 Boats—600 lbs.

He looks under the index for boats which refers him to about eight different items. He checks these one by one until he comes to item ‡10280 which reads: "Rowboats or outboard motor boats with or without sails or power".

He assumes from the weight of the boats that this is the item which covers them. He must assume because the bill of lading doesn't state what kind of boats they are.

Sell EVERY customer with a COMPLETE SELLECK line starting at $39.00

★ WaterBike Plan and Parts Set
★ Kit WaterBikes
★ Partly Built WaterBikes
★ Unsanded, unpainted WaterBikes
★ Factory Finished WaterBikes
★ Single and Double Models

An attractive eye-catcher for repeat Dealer profits. Write:

SELLECK WATERCYCLE CORP.

— WaterBikes since 1945 —

Boca Raton 279 • Florida, U.S.A.

More Data Nos., Ideal 398, Bollinger 399 and Selleck 400

He goes on further and reads item ‡10290 Rowboats or Outboard motor Boats, Aluminum, Steel, Magnesium, wood or wood canvas covered nested, L.T.L. in boxes or crates, packed as described in item 10010 — Class 150. Item ‡10010 is a descriptive item about three paragraphs long which I broke down to make for easier understanding. It says "Boats to be wrapped in cloth or Kraft paper". This gets a little complicated but try to follow it. The next Paragraph reads: "Rowboats or outboard motor boats with or without sails or power *not* nested LTL in boxes or crates."

Class - 200

The last paragraph covering this shipment reads: "Rowboats or outboard motor boats loose, LTL packed other than as described in item ‡10010—Class 300. Now according to the bill of lading description the rate clerk doesn't know how these boats are packed so in order that he doesn't undercharge his boss he would automatically apply the class 300 rate.

What does this mean in dollars and cents? Well I checked some rates from Wolverine, Michigan to New York City, not for any special reason other than I happened to think of Wolverine boats at the time. The class 150 rate is $6.42 per CWT which would make the cost on this shipment $38.52.

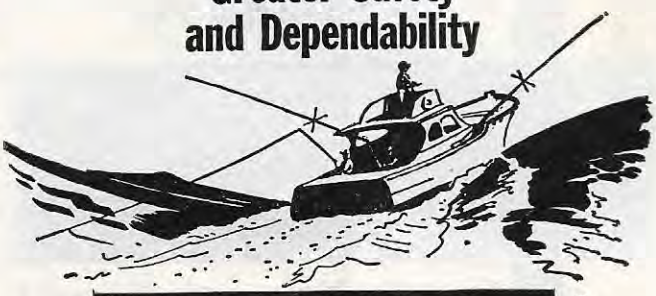
The class 200 rate is $8.49 per CWT for a cost of $50.94. And the class 300 rate is $12.63 per CWT for a cost of $75.78. So you see you could be overcharged by $37.36 on this shipment just from the description on the bill of lading.

A few years back freight was classified on the old class system, first class, second class, third class, etc. Then what we call the 28300 scale of rates was established and the old class system was eliminated and the percentage system went into effect. The old first class rate became Class 100, second class became Class 90, etc. Now keep in mind that the old first class rate was considered the premium rate and examine the rates on boats. The lowest classification there is class 150 or one and a half times the first class rate. The second lowest classification was class 200 or two times the first class rate.

The highest classification the one that would have applied on my theoretical shipment was class 300 or 3 times the first class rate. The people that must pay these rates, you the dealers, are not well enough organized to fight them. The Interstate Commerce Commission does not set any rates. The carriers set their own rates and the only restriction they have is under section 1 of the act which states that "all rates must be just and reasonable".

(Continued on page 564)

Greater Safety and Dependability



ZENITH®

and

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Marine Carburetors, Filters, Flame Arrestors

ZENITH CARBURETOR DIVISION OF Bendix AVIATION CORPORATION
696 Hart Avenue, Detroit 14, Michigan
Export Sales: Bendix International Division, 205 East 42nd St., New York 17, N. Y.

« ADMIRAL »
MARINE SEAM COMPOUND

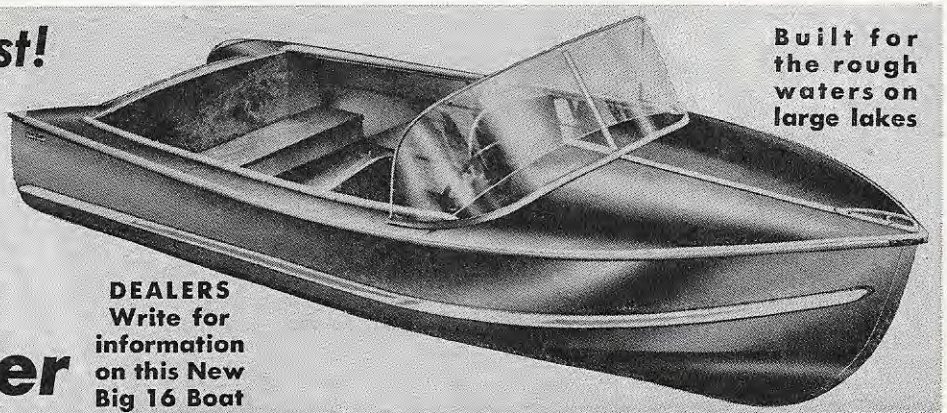
AIRTIGHT, WATERPROOF FILLER

• A high grade elastic filler for above or below the waterline; for row boats, cruisers, car ferries, tugs, scows—all water craft. Will not harden or crack! Will not bleed through paint! Use also for window glazing, sealing around doors, window frames, etc.

Available in ½ Pt.; Pt.; Qt.; 1 & 5 Gal. Cans

THE DUNN-RAINEY COMPANY
4461 WEST JEFFERSON AVE. -:- DETROIT 9, MICH.

Newest! Biggest!
All Aluminum
Rich Line
BIG 16
Day Cruiser



Built for the rough waters on large lakes

DEALERS Write for information on this New Big 16 Boat

RICHLAND MANUFACTURING CO., Box 500, Richland, Missouri

More Data Nos., Bendix Zenith 401, Dunn-Rainey 402 and Richland 403

THE "Sirocco 16"

has features that sell!

Here's a NEW 16-footer that outperforms competition on the water . . . with beautiful lines and top craftsmanship that make the customer want to buy. Rugged construction, seamless Fiberglass hull, battened double bottom. Interior is roomy . . . 72" beam . . . 43" depth. Lists at only $875.00 FOB factory.

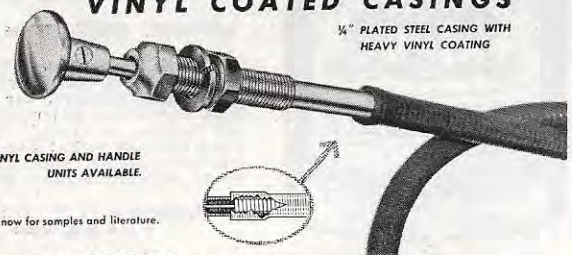
WRITE OR PHONE TODAY

AN OASIS CRAFT
Made by Desert Marine, Inc.
Boise, Idaho

HEALEY flexible VINYL COATED CASINGS

SEALS OUT CORROSION!

¼" PLATED STEEL CASING WITH HEAVY VINYL COATING



COMPLETE VINYL CASING AND HANDLE UNITS AVAILABLE.

JOBBERS! ...write now for samples and literature.

LEE HEALEY COMPANY
Manufacturers of Quality Marine Products
554 West Garfield • Glendale 4, California

DON'T PASS UP THE CHILDREN

(Continued from page 55)

2. The establishment of a club room for children, including teenagers, may prove advantageous. It can have pictures on the walls and other exhibits of interest. In one such room we saw in a popular fishing area, was a placard with lists of fish caught: by whom, when, weight, etc.

3. Those selling boats who are located on the water may find it profitable to sponsor and conduct boat "cruises" and picnics, for the day, open to boats of all kinds from rowboats or runabouts with outboard engines to larger craft. These cruises would be organized especially for children and help to make the teenagers or younger feel that the boat yard or dealer is interested in them and is virtually providing a club for their activities.

4. Boat races under sail or of the informal family type—not the almost professional outboard races—are another means of attracting children and enlisting their interest in boating.

5. A store with many items to appeal to children may cost their parents money—first for toys and then for the real thing. But it may also bring boat sales to the dealer. I know of a 10 year old grandson who got a model outboard cruiser for Christmas, with a tiny outboard operated with a battery. His parents are now visiting boat yards looking for a boat twenty times as long.

With a good display of boats and gadgets and with something of interest always going on its possible for an alert and patient seller of boats to make his headquarters a busy boat market. Outboards and outboard runabouts have a special appeal to children, not solely because of the noise the engines make, or used to make before "whispering" power came into vogue. They are also popular because children can handle them and because they help to keep boating expense within the reach of almost everyone. Small, one design sailboats have also done much to stimulate the interest and participation of children.

I have talked to many yachtsmen—or boatmen as I should perhaps call them in order not to seem too "hifalutin"—about the part chlidren play in the sale of boats. I haven't found one, except perhaps an occasional old bachelor, who doesn't agree that children, despite the irritations that all parents can understand, should be encouraged as well as restrained. Why not do everything within reason to keep this potent sales force on your side?

Richardson
WATER SPORTS EQUIPMENT
SKIS . . . AQUAPLANES . . . SAUCERS
HIGH QUALITY FISHING RODS
FRESH AND SALT WATER, SOLID AND TUBULAR GLASS. ADJUSTABLE TELESCOPIC TUBULAR GLASS. TELESCOPIC STEEL. TELESCOPIC LANDING NET.
SEND FOR NEW CATALOG SHEETS AND PRICES
RICHARDSON ROD AND REEL COMPANY
3150 NORTH SAWYER • CHICAGO 18, ILLINOIS

More Data Nos., Desert 404, Lee Healey 405 and Richardson Rod 406

Of all the industries in the large and rapidly growing field of recreation no industry has made more rapid progress than boating. One of the reasons is that it is a family affair, in which all ages can take part. So, if you are catering to those who consume the products of that industry, don't underestimate the part which *all* members of the family have to play—particularly the part played by the young fry. And if you have a sign at the entrance which might discourage the younger generation, take it down. The boat yard to which I referred in the first paragraph took down *their* sign after they had read our report with suggestions as to how they might sell more boats.

Perhaps, we should have suggested a new sign to read: "CHILDREN OF ALL AGES — COME ON IN, THE WATER'S FINE".

Chicago Manufacturers Representative To Display Revamped Line Feb. 8-17

HAVING EFFECTED a major change in the products and manufacturers he represents, Hans G. Neuert has reserved plenty of space at the upcoming Chicago Boat Show Feb. 8-17 to enable visiting dealers to choose from an impressive array displayed to best advantage.

Neuert, a marine sales and merchandising specialist with offices at 6115 N. Karlov Ave. in Chicago, credits The Boating Industry—through both its editorial columns with announcements of new merchandise and its "Market Place" section—with a major role in helping him select his revised lineup.

The Chicagoan and his manufacturer clients have agreed to a policy code which includes fair-and-square treatment of the bona fide marine dealers Neuert services; protecting them from unauthorized competition; assuring them help in obtaining a fair share of the market, and a promise never to overload them with stock.

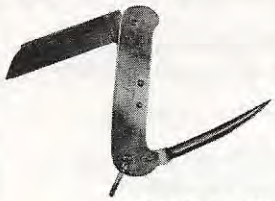
Among boats and marine accessories in Neuert's charge are English-built sailboats—from 9′ sailing prams to 18′ class racing boats and details on 26′ yachts—imported by George D. O'Day Associates, Inc., of Boston, Mass.; Aerotop boat hard tops by Aerotex Plastics Co. of Chicago; sirens and other safety devices by Chicago's Automatic Products Co.; fiberglass boat-covering materials and resins by Kristal Kraft, Inc., of Palmetto, Fla.; the new yacht Saf-T-Mop and other articles from the Massasoit Co. of Laurelton, N. J.; an emergency leak repair kit and Moby Dick plastics for decks and cabin tops made by the Louve Ray Corp. of Boston; Zamak hardware by Sea Dart, Inc., of Portland, Ore., and the Big Gripper anchor marketed by the Welter & Son Manufacturing Co. of Lake Geneva, Wis.

PELORUS BOARD

Designed by our Navigation expert, Mr. Norman Clarke. Now, at last, here is a low priced pelorus within the reach of all yachtsmen. The 6-3/8" diameter vinylite dial is marked in both degrees and points. Opaque backing plate; all metal parts of chrome plated brass. This attractive precision instrument comes complete in a modern styrene case. Copyright, 1956. .....$6.00

SALT WATER SOAP

Any boatman who has ever tried to work up a lather in the briny will appreciate this 100% cocoanut oil soap. Box of 6 cakes $1.50



RIGGING KNIFE

Of finest Sheffield stainless steel, imported from England. Lightweight, flat, this compact pocketknife is ideal for boatmen. The self-locking marlinespike is always handy for rope work; the keen-cutting knife blade maintains a fine edge. $5.95

DEALERS AND DISTRIBUTORS
Write Dept. B.I.J. for leaflet on other items.

James BLISS & CO., INC.
342 ATLANTIC AVENUE
BOSTON 10, MASS.
Tel: HU 2-4130
Our 125th Year

OUTBOARD MOTOR FUNNELS

No. 50 — Hot Galvanized Filter Funnel. Has permanently affixed brass carburetor screen for filtering dirt and water from fuel. 4 3/8" top dia.

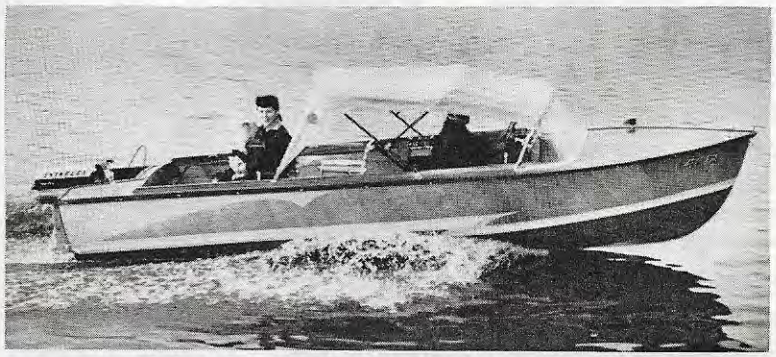
No. 71 — Hot Galvanized Filter Funnel with screen. For use with remote fuel tanks. 5 3/4" top dia.

also

Fuel Mixing Cans and Filler Cans
write for prices

H. BEHRENS MFG. CO. • WINONA, MINNESOTA

18' HOLIDAY – $698.00



FIVE OTHER SENSATIONALLY PRICED MODELS 14 TO 20'

GOT A MATCH??
BET YOU HAVEN'T
YOUR COMPETITION HASN'T EITHER UNLESS HE SELLS

Gibbs Boats
TOLEDO, OHIO
5902 EDGEWATER
TOLEDO, OHIO

USING INDUSTRIAL SHIPPING HULLS

More Data Nos., Bliss 407, Behrens 408 and Gibbs 409

you can't buy a better boat!

Sea Otter BOATS

guaranteed Fiberglas craft

- Designed and built by experts
- Perfect balance, comfort, beauty and handling ease
- No wood to dryrot
- No painting or caulking — colors are molded in
- Dealers fully protected

Write for our complete descriptive brochure

SEA OTTER BOATS 3136 N. Clark St., Chicago 14, Ill.

HACKENSACK BOLT ROPE

For

SAILMAKERS

STAINLESS STEEL cable with special soft PLASTIC covering saves time and expense in sailmaking.

Write Us for Details Today

HACKENSACK Cable CORPORATION

104 Orchard St. • Hackensack, N. J.

SPEAKING OF FREIGHT COSTS

(Continued from page 561)

I suggest to you that any rate that is three times the premium first class rate is on the face of it unreasonable.

When the carriers raise their rates they must publish them in a tariff and file them with the Interstate Commerce Commission. Then these rates cannot become effective for thirty days. Within this 30 days it's up to the shippers to examine these rates and decide if they are reasonable. If they don't believe they are reasonable they should then write to the Commission and ask to have the rates suspended and a hearing set to determine the reasonableness of the rates.

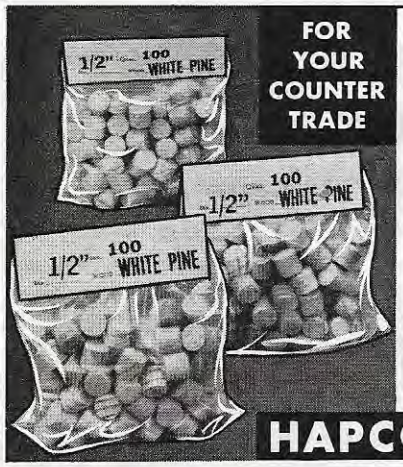
Of course, in order to take advantage of all this information I've given you, you must be kept informed on them and unfortunately you can't do it for yourselves. Your only alternative is to have someone else do it for you, and this brings me to my last subject of the evening, the traffic services. For your purposes there are three different kinds of traffic services and all of them are good.

The first type is the traffic consultant. This is a fellow who is a registered Interstate Commerce Commission practitioner — who for a fee will act as your traffic manager.

The second type is the so-called free freight auditing service. This is the fellow that takes your freight bills dating back 2 years. Any overcharges older than 2 years are outlawed by the statute of limitations. He audits these bills and files overcharge claims for any bills on which you were overcharged. For this service he charges you 50% of any money he can get refunded to you.

The last type is a combination of the other two and the one I would recommend to you. This fellow charges a small fee to cover his overhead and supplies you with a consulting service for rates and any question of traffic law. He will either pre-audit your bills that is before you pay them, or post-audit the bills after you pay them. If he post audits he takes a percentage of the money he can get refunded for you.

This type of service while the best, unfortunately is not available to you individually but as a group through the M.T.A. it could be available to you. The fee could be paid by the association and the service could be used by all the members. I know of two associations that use this type of service at present. One is the Fish Dealers Association and the other is the Barber Suppliers Association. Just how it operates I don't know but you can find out by contacting the Traffic Service. Thank you and good night.



FOR YOUR COUNTER TRADE

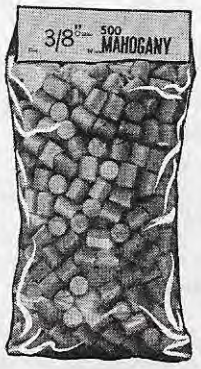
HAPCO BOAT DECK PLUGS

Packaged in Clear Poly Bags 100 and 500 to a Pac. Packaged in Cloth Bags 1000 and up.

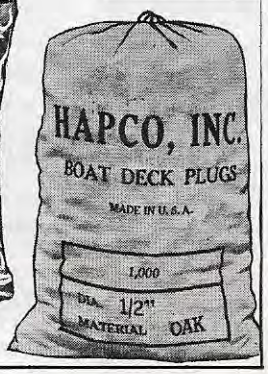
Hapco offers Builders and Dealers the most convenient and economical source of supply of quality boat plugs. Any size from stock.

28 Varieties—Teak, Mahogany, Oak, Cedar, etc.

Write for Details



FOR BULK BUYERS



HAPCO, INC. MENDHAM, NEW JERSEY

More Data Nos., Sea Otter 410, Hackensack 411 and Hapco 412

OUR FIRST 60 YEARS

(Continued from page 83)

The second floor is the home of the sports department—a complete line of outdoor sports equipment is found here with America's finest manufacturers represented. Want one of those flashy Spinnaker shirts? Want a Pflueger reel or do you prefer Penn, Montague, or Ocean City? Your choice of lines could be Gladding, Ashway or Newton? Like guns? Try our Remingtons! Want Ammo? We have a complete line of Peters for your hunting pleasure. Yes, sir, here is a complete sports department—knives, baseball, tennis, golf equipment—you name it, we distribute it!

Also on the second floor is the packing room. All orders for shipment out end up there and are crated, packed and prepared for shipment to many corners of the world. Bills of Lading, manifests, etc., are worked out in this department.

Second floor, too, houses general stocks of marine hardware and boat equipment. Leading suppliers of the nation will find their products here—it might be Thomas Laughlin, possibly Wilcox-Crittenden—maybe Kelvin White compasses—Boston, Lockport Blocks or Young Blocks, Perko lights and marine hardware—tools from Starrett, Stanley or Millers Falls, locks and brass hardware from Getty, Norwalk, or Stanley.

Pacific Marine distributes heavy items too which are mainly funneled through its Ballard marine facilities and loaded on power scows for Alaska—Edwards fish trap netting and wire rope, John A. Roeblings cables, Hiram Lowell skiffs and dories.

The Mezzanine floor is the home of the general office and accounting division. R. L. Dudley is the office and credit manager.

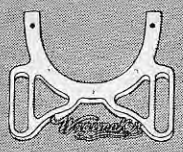
The first floor is the general sales area and display area of boats, marine items, telephone exchange and offices of purchasing, cannery, Alaska, and Dealer Sales. E. Cunningham, founder of Pacific Marine Supply Company, is the president, and has his office on the first floor.

R. D. Ladd, Vice President and General Manager, has his office facing Western Avenue. Ray Egner, General Sales Manager also is on the first floor as is W. K. Sheldon, Jr., Alaskan Sales Manager, and Art Bauer, in charge of dealer sales. At the other end of the first floor is the Steamship sales under the able leadership of Al Ingraham. Adjacent is the busy purchasing office, headed by Luke Halvorsen, head buyer. Commercial fisheries and general sales floor are located near the main Western Avenue

(Continued on page 566)

CHRIS CRAFT Sea Skiff

A 19" Chris-Craft name plate in baked enamel and chrome finish



Wagemaker's chrome plated water ski foot plate

BOAT NAME PLATES AND INSIGNIA

Century

Rich, gold finish 18½" emblem for Century

free sample AND DETAILS ON REQUEST.

Individually designed to your specifications. Distinctive cast metal in choice of triple chrome plate . . . chrome with color . . . or beautiful two color baked enamel finishes. Non-tarnishing. Trademarks, insignia or other designs duplicated. Choice of fastening methods.

STEMAC, Inc. 1277 SO. CHEROKEE ST. DENVER 23, COLORADO

STOP Electrolysis — Use SNUGFIT

STREAMLINED ZINC COLLARS

NO DRAG, NO TURBULENCE, NO CORROSION

PRECISION DIE-CAST AND BALANCED

Snug-fit Collars Eliminate Costly Shaft, Propeller, Rudder and Strut Corrosion.

Halves are Doweled for Quick and Easy Bolt On Installation.

LIST PRICES

¾" and ⅞" .....$ 3.75
1", 1⅛" and 1¼" ..$ 4.50
1⅜" and 1½" .....$ 5.50
1¾" and 2" .....$ 7.50
2½" and 3" $11.00

Made in 11 Shaft Sizes.

Dealers & Jobbers Territory Open

SNUGFIT PRODUCTS

P.O. Box 626 Riverside Station, Miami, Fla.

FOR 1957 – A BIGGER, MORE BEAUTIFUL REGAL LINE CRUISER

More Data Nos., Stemac 413, Snugfit 414 and St. Cloud 415

"packaged right"...SELLS on SIGHT

▶ Easy to sell 50 ft. coils in line with today's popular trend to "self service" buying. JACKSON SUPER-TUFF NYLON ROPE has many uses for boat-owners, industry and home. JACKSON POLYETHYLENE rope is ideal for water ski tows, zone-marking in swimming pools — all water sports. Write today for information and prices. Dealer inquiries invited.

JACKSON

Practical, durable rope—

NYLON — POLYETHYLENE — MANILA —

packaged for Boating, Ski Tows, Home, Industry, Recreation

Manufacturers Since 1829

THE THOMAS JACKSON & SON CO., READING, PENNSYLVANIA

The FLYIN' FLIVVER

SPORTS CAR Of The WATERWAYS

- Ideal for water skiing and water sports
- All-fiber glass runabout
- Length 8'2"; 54" wide
- Higher Power to size ratio than ever before
- Two pontoon air chambers for safety and style
- Weighs only 110 pounds

Write for complete details and attractive discounts

FLYIN' FLIVVER

NEW PRAGUE • MINNESOTA

OUR FIRST 60 YEARS

(Continued from page 565)

entrance. On the water front side of the first floor is the shipping and truck area. All incoming and outgoing freight is handled through this department.

In the basement you will find a complete stock of the world's greatest name in rope—Plymouth of course. Here take your choice from a fine yacht nylon to a 9′ ship's hawser. Pick your anchor—too—Northill, Danforth, & Navy Kedge.

Unloading of rope from cars out of Plymouth, Massachusetts is simplified by rollers, chutes, and two heavy freight elevators. The turnover in cordage is terrific and the lines are complete—cannery net ropes, bolt ropes for Puget Sound purse seines, drilling cables for Alaskan mines—slick nylon or dacron ropes for your yacht. Stocks are complete.

Looking back, 1897, is a long long time ago. Today, 60 years later Mr. Cunningham founder, is still on the job, ready to add his vast experience to the more youthful enthusiasm surrounding him. Pacific Marine Supply Company today is flavored with some of the old and, too, a new, forward look. Under the able leadership of R. D. Ladd the company's basic policy will be followed but the company is eager to expand its lines.

Peterson Bros. Producing New Tie-Downs For Boats With Fins, Coaming & Over-decks

THE TREND TOWARD the use of coaming, fins and stern over-decking on outboard boats, particularly runabouts and cruisers, has created a problem in boat tie-downs for trailering.

Tie-down adapter for boats with coaming fins and stern over-decking.

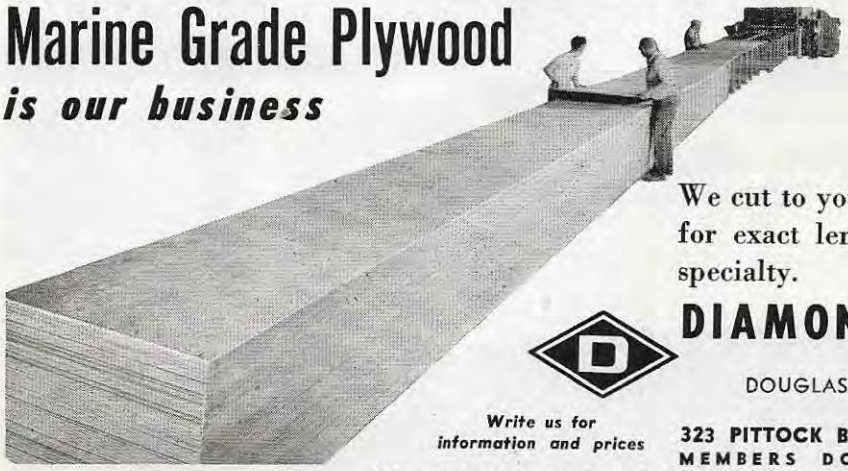
Peterson Bros., Inc., manufacturers of Gator Trailers, has announced that it has developed two new tie-down adapters which permit bar tie-downs with this type craft.

Shown in picture is the cruiser tie-down adapter; adjustable to fit the coaming or other protrusion, up to a height of 10″ clearance above the gunwales. The standard adapter is for craft with up to 5″ clearance. Padded adapter is adjustable for boat and height of clearance required.

For More Information Write No. 1164 on "More Data Card"

Marine Grade Plywood

is our business



available in any length desired

We cut to your size specifications, and charge only for exact length supplied. Prompt shipments a specialty.

DIAMOND LUMBER COMPANY

Hot Press Plywoods in

DOUGLAS FIR • KNOTTY PINE • KNOTTY CEDAR

SPRUCE • HARDWOODS

Write us for information and prices

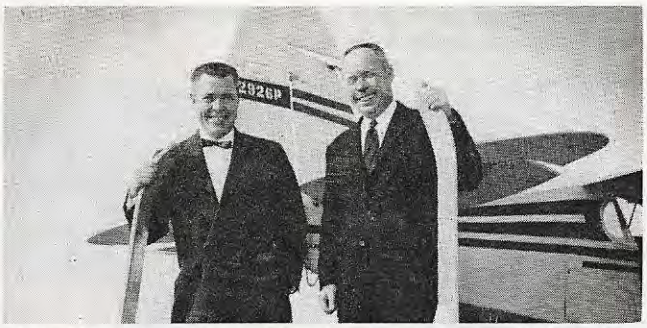
323 PITTOCK BLOCK • PORTLAND 8, OREGON

MEMBERS DOUGLAS FIR PLYWOOD ASSOCIATION

More Data Nos., Jackson 416, Flivver 417 and Diamond 418

Thompson's Skis Is Introducing Its New Thompson Original Binders On Pair Of Skis

ROY AND GRANT THOMPSON, owners of Thompson's Skis, Inc., Crivitz, Wisconsin, are now displaying a pair of their new water skis in which are incorporated the new Thompson Original binders, made in what is said to be one of the most modern water ski plants in the country. The plant was only recently completed at Crivitz, Wis.



These Thompsons—Roy and Grant—operate Thompson's Skis, Inc., manufacturer of the new Thompson Original binders.

"There is something new in these water ski binders," say Thompsons. The new Thompson Original binders have been designed with a "professional cut." A high tab on both the toe and heel piece for maximum ski control and perfect foot comfort and soft but extra strong rubber, reinforced at proper points to eliminate tearing have been built into the skis. The rubber is especially compounded to resist weathering and ozone breakdown, says the firm. Toe and heel pieces are made by General Tire and Rubber Co.

Only the finest grade of white ash is used for ski blanks, says the producer, and tips are laminated so that the ski tip will always maintain its original shape.

These new water ski binders are manufactured in Thompson's modern water ski plant in the country, with 16,000 sq. ft. of floor space. Owned and operated by Roy and Grant Thompson, former executives of the Thompson Bros. Boat manufacturing Co. Their many years' association with the marine trade prompts their policy to cater exclusively to marine dealers.

For More Information Write No. 1209 on "More Data Card"

Red Head Offers Swim-N-Ski Belts

Swim-N-Ski belts are available in small, medium and large sizes to fit persons weighing from 80 pounds clear up to 200 pounds. They are packed—these bright orange belts—a dozen of a size to a carton. This is only one of a line of marine items available from the Chicago, Ill. firm.

For More Information Write No. 1216 on "More Data Card"

Olson Rewind Starter Ropes

LIST **$1.00** EACH

Individually Boxed

There's an OLSON Rewind Starter Rope for every popular make outboard motor. Selector Chart printed on each box.

FREE DISPLAY CABINET

with

ASSORTMENT OF 12

Every Olson Rewind Starter Rope is unconditionally guaranteed, both in material and workmanship.

No. 1	Johnson, Buccaneer, Evinrude, Sea Bee, Sea King, 12 H.P. and under, prior to 1955
No. 2	Mercury 5 H.P. and under
No. 3	Chris Craft, Oliver, Mercury 7½ H.P. and over
No. 4	Scott Atwater Firestone Champion
No. 5	Elgin
No. 6	Johnson, Buccaneer, Evinrude, Sea Bee, Sea King, 15 H.P. and over, prior to 1955.
No. 7	Ree
No. 8	All Motors using 3/16" Braided Rope, 1955 and later.
No. 9	All motors using 5/32" Braided Rope, 1955 and later.
No. 10	Schnacke
No. 11	McCulloch

See Us At The New York Show, Booth #D-69—Chicago Show, Booth #502

Olson Co., Inc. SARASOTA, FLORIDA

"DO-IT-YOURSELF" BOAT DOCKS ARE POPULAR AND PROFITABLE!

SELL MAR-KING METAL DOCK BRACKETS

Allow OUT OF WATER construction, installation or removal of boat docks of any size. Cuts labor 50%. LOWEST PRICED METAL DOCK BRACKETS ON THE MARKET.

Stabilizing Flange — Straight Brackets — Corner Brackets

Jobbers and Dealers! Write, wire or call for sales plan!

MAR-KING INDUSTRIES Pa. 4-1037
3113 40th Ave. So. • Mpls. 6, Minn.

PLAZA CRAFT BOATS will be at the Chicago Boat Show!

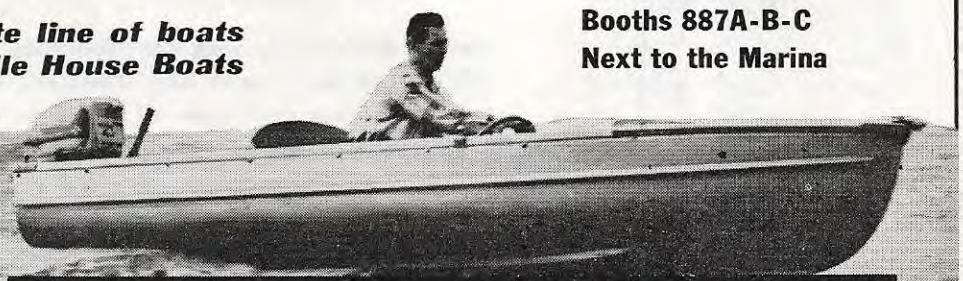
Booths 806A-B-C
Booths 887A-B-C
Next to the Marina

See our complete line of boats and Craft De-Ville House Boats

The Plaza Craft MARLIN

Safe, Sleek, Beautiful and built for Action

Gunwale	14'6"
Beam	58"
Depth	20"
Depth forward	27"
Transom	52"



PLAZA CRAFT BOAT CO., Box 500, Dixon, Missouri

More Data Nos., Olson 419, Mar-King 420 and Plaza Craft 421

Visit Miami International Boat Show Feb. 22 to 27

High–Wide–Handsome

"Built for the Sea"

Length at sheer - 19'1"—Length over all - 18'2"—Beam - 84"
Depth Fore - 44" — Depth Aft - 27"

SEA MASTER

19 Foot $745 — 17 Foot $645

- Average Speed of 25 per Hr with 30 H. P. Motor.
- Other Models in 14' - 16' - 17' - SIZES.
- Designed for a comfortable easy, dry Ride. Sturdily built of 5 PLY 3/8" MARINE PLYWOOD and PHILIPPINE MAHOGANY FRAMING.

SEABUILT MARATHON DELUXE

- All Molded Fiberglass
- 16'6" Length at Sheer
- 15' 5½" Length over All
- 77" Beam
- Depth Fore 33" Depth Aft. 22½"
- Price $595. F.O.B. Miami, Fla.

SEA BUILT BOAT MFGR'S, INC.

986-998 S.E. 8th Street • Hialeah, Florida

Dealers Inquiries Invited

THE GREATEST NEWS IN YACHTING HISTORY

AN AUTOMATIC PILOT

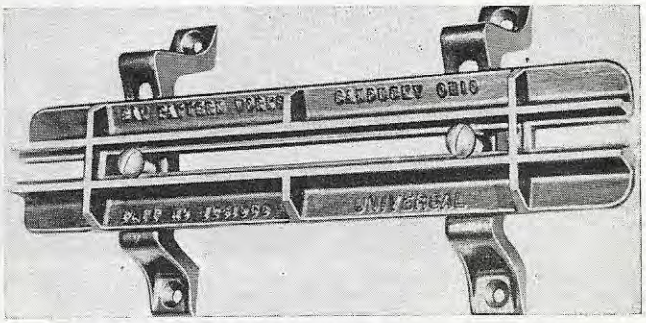
for your boat installed for $98.50
with only $7.50 per month rental

IF OUTRIGHT PURCHASE IS DESIRED
Unit Complete (F.O.B. Newport Beach) $198.50

HILL-CUNNINGHAM AUTOMATIC PILOT CO.
Newport Beach, California
Post Office Box 22 Harbor 163 or 6475

Bay Pattern Works Outboard Controls Easy To Install, Fits All Makes

REMOTE CONTROLS FOR OUTBOARD control stations may now be mounted in minutes instead of hours by the use of the Universal mounting bracket, a product of Bay Pattern Works of Sandusky, Ohio. The single model bracket is designed to fit all makes of boats and motors and may be installed neatly on wood, metal or fiberglass boats. The bracket fits the contour and rib spacing of all hulls and fastens securely with screws and bolts which are furnished.



Universal mounting bracket for remote controls produced by Bay Pattern Works.

New also from Bay Pattern Works is a Hi-Lo steering bracket made for all popular outboard motors. Steering is made simpler by putting the cables above or below other controls, thus eliminating the possibility of cutting the gas line. The bracket snaps on and needs no bolts or screws and is made in five models.

Another new product is a coupler bar for dual installation of motors. The bar is adjustable for length and has ball and socket ends which fasten to two Hi-Lo brackets one on each motor. The assembly can be used with either cable, bar, boden wire or hydraulic steering mechanisms.

For More Information Write No. 1165 on "More Data Card"

Firm Produces Extruded Rubber Parts For The Marine Industry At Ohio Plant

STAN-PRO MARINE PRODUCTS are made for the boating trade by the Standard Products Co. of Port Clinton, Ohio. They comprise a complete line of extruded rubber parts such as rubber windshield channel seals, flexible channel strips for protection and easier operation of cabin windows, etc., natural rubber dock bumpers in various shapes and sizes and a new gunwale guard strip. These are only representative of a line of such products which can be custom designed to meet specific requirements of boat builders, etc.

For More Information Write No. 1166 on "More Data Card"

WHY WORRY? GET THE BEST...

Get FALCON®—the boat owner's choice

Marine dealers rely with confidence on Falcon. Specify Falcon boat horns and accessory equipment to satisfy all your customers all the time.

WIDEST SELECTION — five horn models • HIGHEST QUALITY • IMPROVED DESIGN • TWO DECK MOUNTING KITS •

We invite you to join us in the great 1957 marine market — act now — see your distributor or write:

FALCON ALARM CO., INC., 243 BROAD STREET, SUMMIT, NEW JERSEY

More Data Nos., Sea Built 422, Hill-Cunningham 423 and Falcon 424

Waterproof Glue By American Cynamid Corp. Plays Great Roll In Today's Boat Building

THE STORY OF BRISTOL BOATS is the story of wood rather than water. The manufacturer of these boats, which had their beginning in 1950, were the owners of the Allen Quimby Veneer Co. in Bingham, Me. This company had learned long ago of the tremendous strength that could be introduced into wood by laying the grain crossways of each other in layers or glued laminations.

The idea of building plywood boats was not new when the first Bristol boats of "planked" plywood were introduced. They proved enormously strong until the ocean began to play havoc with the glue that held them together. But chemistry answered this problem for glues were discovered that made plywood 100% waterproof. These same glues could produce plywood that could be boiled in water for days without the smallest trace of loosening of its bond.

In the plywood manufacture the hot press process is employed using American Cynamid's Melurac — a 100% waterproof resin. Plywood is now made from birch and mahogany veneers using glues by this company. This combination of woods is ideal for the birch gives added strength and the mahogany is recognized as being one of the finest materials for boat construction because of its long life.

For More Information Write No. 1168 on "More Data Card"

Fiber Glass Division Of Ferro Corporation Produces Complete Line Of Reinforcements

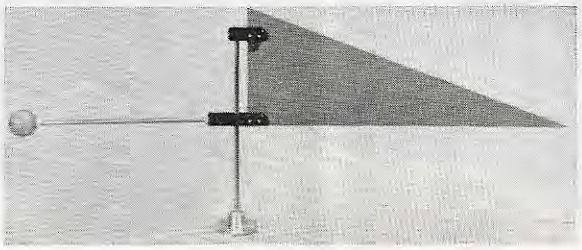
THE FIBER GLASS DIV. of the Ferro Corp. in Nashville, Tenn. has become known through the boating trade for its production of quality boat covering material. During the month of January, 1957, the firm reveals that it will become the manufacturer of the most complete lines of glass reinforcements in the industry.

For several years its Uniformat reinforcing mat has been used extensively by boat manufacturers. Last year the company introduced a new product which it called Unirove roving which has also been widely used by leading boat building firms. With the introduction of its new Unifab line of glass fabrics shortly after the first of this year, the firm feels that its line of boat reinforcements will be a well-rounded one.

The manufacturer has become increasingly convinced that the future of fiber glass reinforced boats is tremendous and because of this conviction it is undertaking a program of continued improvement of its product coupled with an advertising program designed to acquaint boat builders with its products which have been specially designed to provide exact properties for precision usage, say firm heads.

For More Information Write No. 1167 on "More Data Card"

MORE SALES—MORE PROFITS



WINDETECTOR (R)

THE PLASTIC WIND PENNANT

The finest, low priced, precision wind pennant available to dealers. Made of weatherproof vinyl plastic, rust proof Monel and Hand Balanced. Attractively packaged in counter display and shipping box. Nationally advertised for easier sales and larger profit. Write for details and dealer discount price list.

TROPICAL

MARINE PRODUCTS COMPANY

BOX 344 • DELRAY BEACH, FLORIDA

RACING OR PLEASURE

STANNUS CHALLENGES COMPARISON

UNIFORMITY OF PITCH AND DESIGN

SPEED ECONOMY PERFORMANCE

ACTION TEST THE NEW STANNUS

SEE THEM

CHICAGO BOAT SHOW BOOTH 737

STANNUS PROPELLER CO.

356 E. JEFFERSON AVE. • DETROIT 26, MICHIGAN

Question: What boat costs less to sell? *Answer:* Switzer Craft. *Result:* More profit for you!

THEY'll ASK FOR

Switzer Craft

BE READY FOR THEM!

Write, P. O. Box 193, Dept. D Crystal Lake, Ill.

For full dealer information

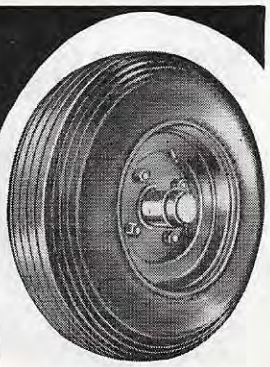
OBC Outboard Boating Club of America Sustaining Member

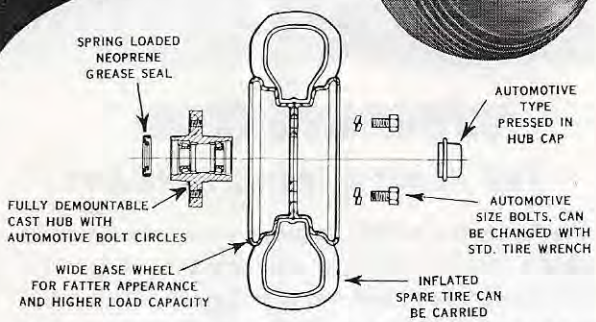
More Data Nos., Tropical 425, Stannus 426 and Switzer Craft 427

"Sparkling" New

Geneva

BOAT TRAILER WHEEL DC 1650 B 500





This is the most complete line of wheels for boat trailer application. Our wheels are designed for use with 16-inch and 18-inch OD pneumatic tires. Wheels are available as assembled units with tires installed ready for customer installation. The many designs include one piece wheels and fully demountable hub wheels. Other type wheels are available for other tire sizes, extra heavy duty services, boat trailer dollies, etc.

Send for complete literature-specifications-prices today!

GENEVA METAL WHEEL CO.

302 RAILROAD STREET GENEVA, OHIO, U.S.A.

NO SOLDER—NO TROUBLE

INSTANTLY ATTACHED OR DETACHED

Your Two Hands Are

The Only Tools You Need To Assemble Rajah Solderless Terminals

FIT ANY SPARK-PLUG

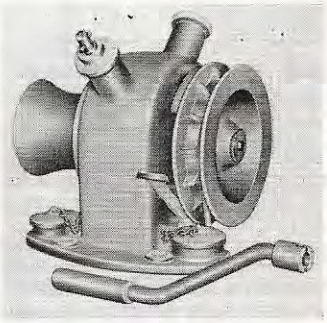
LAST THE LIFE OF YOUR MOTOR

Order from Your Jobber or Direct from Us
Send for Circular and Prices

THE RAJAH CO. 35 Verona Ave., Newark, N. J.

Anchor Windlasses Produced At Albina Include Both Aluminum And Cast Iron

TWO THIRDS LIGHTER IN weight and just as rugged is the news about Albina's cast aluminum anchor windlasses, now available. Said to be particularly popular with pleasure boat owners, the weight saving models have excellent resistance to corrosion.



Lightweight but rugged anchor windlass is cast aluminum.

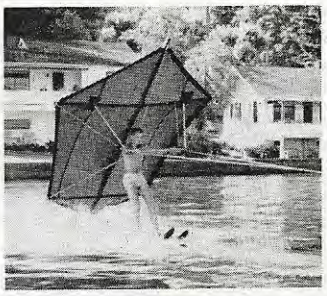
Aluminum alloy used for these windlasses actually has a higher tensile strength than cast iron. Development of the new models at Albina Engine & Machine Works plant at Portland, Oregon proved that Type 356-T6 aluminum alloy met all tests of endurance.

Production of the cast iron windlasses continue, however, and Albina assures adequate supplies of all windlass and winch models for which the firm is well known.

For More Information Write No. 1169 on "More Data Card"

Increase In Water Ski Production Set By Velrob Manufacturing Co.

SUBSTANTIAL INCREASE IN PRODUCTION and nationwide distributor service is forecast for water-sport products by the Velrob Manufacturing Co. of Everett, Wash., by its general manager, Roy L. Warnock.



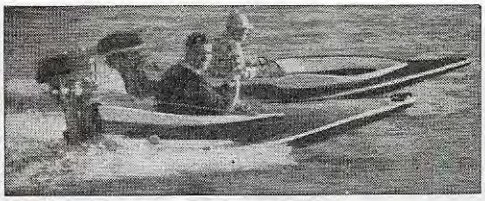
Skikite is newest accessory added to Velrob's line.

For some time now, Warnock explained, the company's output has been limited and it has never been able to catch up the backlog of orders.

In a recent Fiesta on nearby Lake Stevens for the benefit of a local Orthopedic Hospital, Velrob products were much in evidence on the entertainment program: Warnock's daughter, Wendy, combined with neighbor Jim Michel in a trick-ski act, and Tony Baird put the firm's Skikite through its paces.

Originator of the "banana ski", Velrob builds water skis, binders, and high-flying Skikites.

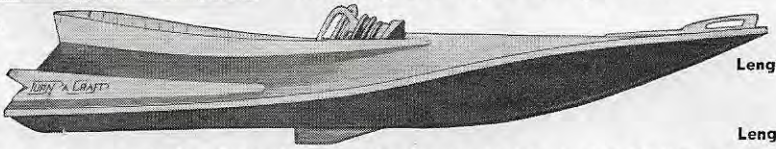
For More Information Write No. 1170 on "More Data Card"



NOW... Speed up Sales – Increase Profits ... with TURN-a-CRAFT SPEED BOATS!

Two excitingly new models — years ahead in functional design! They are safer, faster, and smoother riding — conveniently light and maneuverable — superior in strength and rigidity — and will plane easily with only a 5 h.p. - 7.5 h.p. motor.

Both models are constructed of marine grade 5-ply mahogany plywood.



MODEL 801
SINGLE COCKPIT
Length 8 ft. Speed up to 35 m.p.h.

MODEL 1001
DOUBLE COCKPIT
Length 10 ft. Speed up to 45 m.p.h.

Send for full details and descriptive literature today

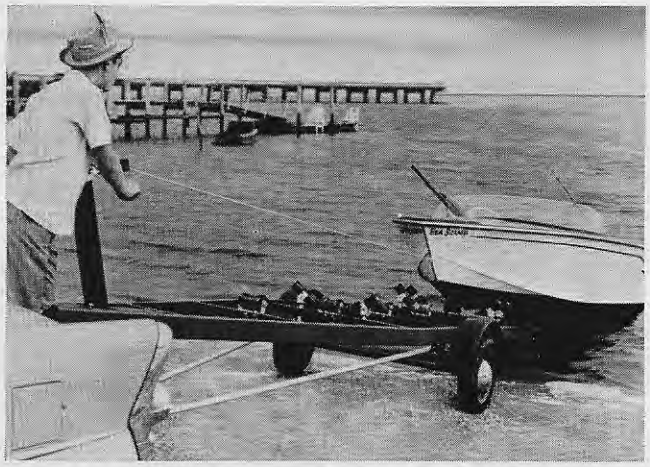
TURNER ENTERPRISES • Marble Lake Quincy, Michigan

More Data Nos., Geneva 428, Rajah 429 and Turner 430

Bilt-Well

Bilt-Well trailers are styled for easy one-man operation. They are engineered for loading and launching without unhitching the trailer from the car. The four-model line of the Philadelphia, Pa. manufacturer is described in detail in a color brochure that's currently available.

At the top of the Bilt-Well Boat Trailer Co.'s 1957 line is model B-1500, a deluxe heavy duty unit designed to handle outboard craft from 12′ to 18′ with motor left on and all controls in place. This 18-footer derives its model number from its weight capacity — 1,500 pounds.



Bilt-Well trailers—like the picture shows—are built for easy, one-man operation. Bilt-Well features a four-model line this year.

Another feature of this deluxe model, according to Bilt-Well is its 73″ width for today's craft with their increased beam and all-around larger hulls. The trailer weighs 550 pounds. It travels on 600 x 9 x 6 ply tires and is available with such optional accessories as a Fulton heavy duty winch, spare wheel and Jiffy Loader.

Others in this year's line of Bilt-Wells include the B-400 for 12-footers and the motors left on transoms. For 14′ boats with motors and 16-footers without, Bilt-Well offers its B-600, as well as the B-800.

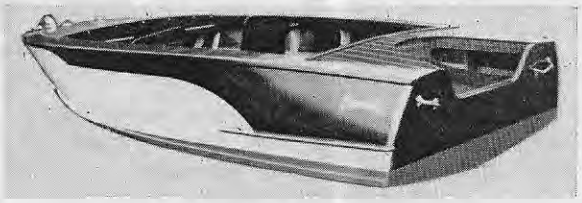
These models all carry Bilt-Well's 90-day guarantee. They feature self-adjusting cradles with rubber roller, precision-built axles, Timken high speed tapered roller bearings and Micro-Fit winch stand and bow stop. Stop and tail lights, safety chains and semi-ellipting springs are other Bilt-Well boat trailer features.

For More Information Write No. 1300 on "More Data Card"

The 57 Rambler

SAFE — COMFORTABLE
SEAWORTHY — DEPENDABLE

The Boat The Public Has Been Waiting For—
Backed by Years of Architectural Engineering

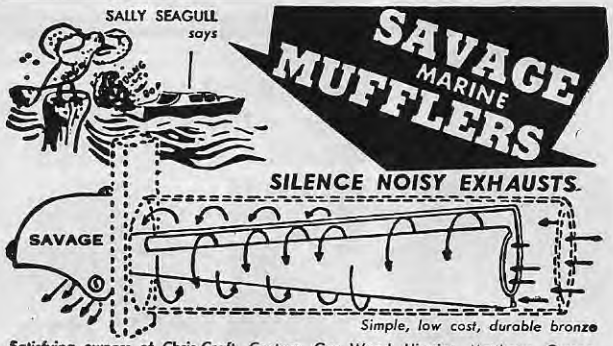


Available In 5 — 16' Models

Two Of Which Are Optional In Complete Detachable Upholstery For Refinishing

RAMBLER BOAT WKS., INC.
1 SOUTH HEALD ST. • WILMINGTON, DELAWARE

Contact Us For More Information & Available Territory
All Franchises Protected



Satisfying owners of Chris-Craft, Century, Gar Wood, Higgins, Matthews, Owens, Steelcraft, Truscott, and Gray, Chrysler, Kermath, Packard, and Sterling engines. Easy to Install — just insert into exhaust pipe at transom end. Satisfaction guaranteed.

Price **$10.00** up. *Dealers, boatyards, owners write us for details.*

SAVAGE MARINE COMPANY BOX 772 BOSTON, MASS

Belay the "PUDDLE-JUMPERS"
with the BASCOME BOAT HOLDER

Marinas, boat basins, liveries, private dock owners, yacht clubs all over the country have discovered there's no easier, safer, more efficient way to land and berth boats up to 16 feet in length than with the simple to install and maintain Bascome Boat Holder.

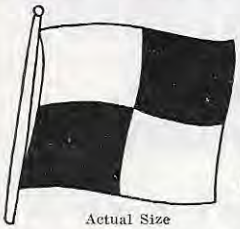
Attached to a rugged cast base are spring stainless steel arms which form a "V" to hold any small craft firmly in a bow-on position. It offers complete protection from wind, sea and current . . . no swinging, no nicks, no mars, no fending problems! Arms — padded with replaceable, canvas covered rubber tubing — can be flipped back for broadside landing.

Write for further information today.

MAMARONECK MARINE SPECIALTIES CO., INC.

P. O. BOX 188 • MAMARONECK, N. Y. • TELEPHONE COLLECT MAMARONECK 9-8180

More Data Nos., Rambler 431, Savage 432 and Mamaroneck 433


Actual Size

SIGNAL CODE FLAGS

WAVING IN FULL COLOR

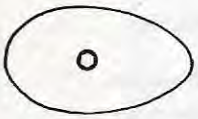
$1 per Sheet

COMPLETE ALPHABET

The Ideal COLORFUL Decoration for Glasses,

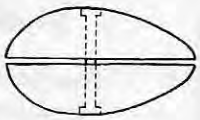
Lamp Shades, Ash Trays and countless other accessories. Best quality MARINE DECALS for Marine use.

50% discounts, lots of 12 of more sheets. Sell for $1./sheet or 10¢ each flag. Flags in center of perforated square for easy separation.



STREAMLINED ZINC

Electrolysis Eliminators

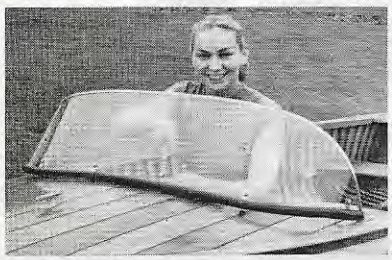


Egg shaped, size 3¼" x 2¼" x 1⅜". Weight—1 lb. 8 oz. each, countersunk Everdur bolt for easy installation. Use on rudders, struts, ground plates. $3.75/set of two. Less 50% for 12 or more sets.

LUDLOW MARINE CORPORATION

Ludlow Dock • Yonkers 5, N. Y.

SMART! STURDY! CRYSTAL CLEAR! WRAP-A-ROUND WINDSHIELDS NOT A KIT! INSTALLS IN MINUTES!



MODERN AUTOMOTIVE STYLING FOR EVERY BOAT
WIDTHS FROM 42 INCHES
HEIGHTS FROM 12 INCHES

PRICES FROM **$17.50** Complete

Dealers Write For Price Charts

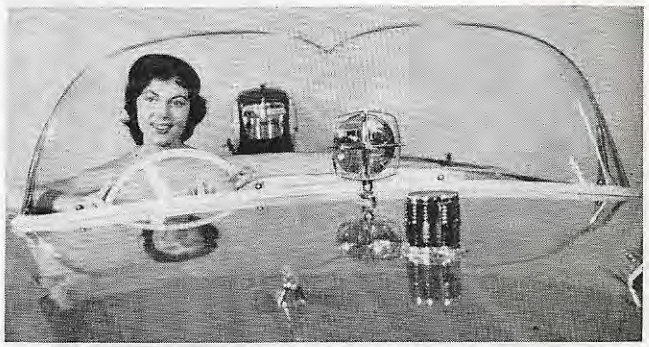
Florida BOAT SHIELD CO.

Telephone 325 • Post Office Box 983 • Starke, Florida

Cadillac Plastic Co. To Show New Line Of Windshields At This Year's Boat Shows

THIS YEAR'S BOAT SHOWS will witness the introduction of two newly designed windshields by the Cadillac Plastic Co. of St. Louis, Mo.

The "double-bubble" shaped windshield reflects the newest in design with a curve like that of capital "B". Its graceful curves will give each passenger the effect of a private enclosure with a three-dimensional view, say the designers, somewhat like that of the plastic bubble which houses the navigator on a jet bomber. Called the Surfmaster, this Plexiglas windshield is said to have the most complex shape ever formed.



Ultra-modern styling offered in new "double-bubble" windshield by Cadillac Plastic Co.

Another new offering for the coming season is Cadillac's new "panoramic" wrap-around windshield. Much like the windshields of 1957 model cars, this model carries an upward curve into an overhead dome strip, giving the passenger a most complete protection from sun, wind and salt spray. This windshield is highly recommended for flying bridges.

Many of Cadillac's former windshield models will likewise be on display at this year's shows. These embody five styles in 15 variations of height, width and color. While they are available in standard colors of clear and green, they are available on special order in blue, gray, or pink. All Cadillac windshields are made with 3/16" and over, shatter-resistant Plexiglas also highly resistant to weather and chemicals.

Making an appearance in the manufacturer's line this year are several boat top-windshield combinations. Framed in heavy gauge aluminum, the tops are made of high count army duck, treated with Vivatex for weather resistance.

For More Information Write No. 1172 on "More Data Card"

WHITE BEAR WATER SKIS

Pick your family's water skis from 17 sizes. Mom'll love their beautiful colors. The youngsters will be thrilled with their maneuverability. Dad'll be pleased with the workmanship and durability.

See your dealer or write Dept. BI
White Bear Water Ski Co.
White Bear Lake 10, Minn.

NEW! 6ft. outboard-slalom combination skis
...$41.95

More Data Nos., Ludlow 434, Florida Shield 435 and White Bear 436

16-Page Booklet By Kristal Kraft Gives Instructions On Fiberglassing

INSTRUCTIONS FOR APPLYING its brand of fiberglass plastics to boat hulls, decks, and cabins are contained in a 16-page booklet available from Kristal Kraft, Inc., of Palmetto, Fla.

The book actually is only one of many pieces of material which aim to acquaint interested persons with prerequisites and proper procedures for effective application of the corporation's Owens-Corning fiberglas and resins.

Illustrated where necessary, the publication puts its points across in simple and concise language which needs no technical interpretation.

One of the newer entries in the Kristal Kraft line is its Resiglas patch and repair kit containing a one-pound can of Hi Strength resin, a fast cure ampule of Hardener No. 2, and a 530-sq.-in. package of Fiberglas marine cloth.

Complete with hardeners and fortified with the new non-run, non-sag development, Kriston, the corporation's resins are Hi Strength, Special Clear, and Satin Kote. Color options are red, white, green, yellow, blue, gray, black, and brown.

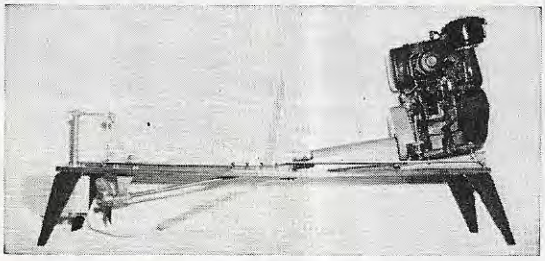
Also dealt with at appropriate length in Kristal Kraft's literature are Fillit for filling cracks, seams, holes, gouges, and depressions; 420 Solvent, billed as the only thinner to use with the concern's resins; cleaning fluid; marine tapes in 2″, 3″, and 4″ widths; heavyweight marine cloth in 38″, 44″, 50″, and 60″ widths; lightweight cloth in 125-yard rolls, and an assortment of preparation and application aids such as 5″ and 7″ sanding discs, resin buckets, bucket bails and handles, and squeegees 6″ and 8″ wide.

For More Information Write No. 1173 on "More Data Card"

Yachting Editor Of New York Herald Tribune Now Motor Boating Magazine Associate Editor

EVERETTE B. MORRIS, who has been yachting editor of the New York Herald Tribune, became associate editor of Motor Boating magazine on January 1. He was with the Herald Tribune for 20 years and is an outstanding authority on boats and boat racing. During the past two decades he has covered regatta classics of both power and sail boats including the Gold Cup, Harmsworth and President's Cup speedboat races and many ocean sailing races. Morris is also a member and official of various yachting organizations, and for many years was secretary of the Intercollegiate Outboard Association.

INBOARD MARINE ENGINE KITS



COMPLETE FROM ENGINE TO RUDDER

Trollabout — With 1¾ h.p., 4-cycle, air-cooled REO "Power-Master" engine

Trollmaster — With 3.6 h.p., 4-cycle, air-cooled CLINTON engine

AND NOW — THE BRAND NEW

Trollking — WITH 6.3 H. P., AIR-COOLED 4 CYCLE CLINTON ENGINE

DISTRIBUTOR AND DEALER INQUIRIES INVITED

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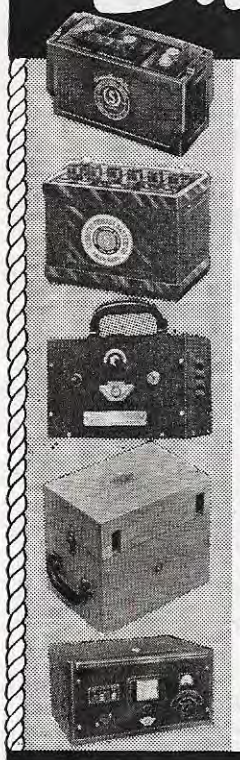
More Data Nos., Williams 437, Griffiths 438 and Casey-Craft 332

Surrette



MARINE BATTERIES: Rezistox Plates. 1/3rd greater capacity. Outwork and Outwear all others. 6 - 12 - 32 and 110 volts. Bulletin M-2.

OUTBOARD POWER PAC BATTERY: Light weight 6 & 12 volt heavy duty; 6 volt standard and 12 volt heavy duty. Bulletin C-20A.

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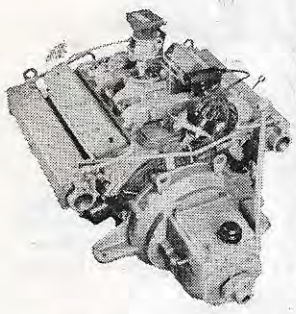
BATTERY BOX: New . . . for outboards. Natural wood finish or grey ripple finish. Handles for carrying or may be bolted in boat. Bulletin C-20A.

SHORE CONVERTER: Fully automatic 12 - 32 - 110 volts. Semi-automatic 6 - 12 volts. Manual 6 - 12 volts. All have isolated A.C. Circuit. No electrolysis. Bulletin C-21.

BOOTHS C-150 AND C-151
N. Y. NATIONAL BOAT SHOW

Write for free bulletins or address of nearest distributor to Salem, Mass. or Warehouse at 205 Tenth Ave. New York City.

Surrette STORAGE BATTERY CO., INC.
SALEM, MASS.



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The Seven Seas Are Modern Watches That Combine Ancient & Present Time Systems

SEVEN SEAS WATCHES are more than "timepieces" really. They're legendary and yet they're modern. They are designed to attract the fancy of the boater since they "speak the language of seafarers" dating back to the days of the old sailing ships. Yet, according to the Nautical Clock Co., who makes them, these watches, with their modern styling and ancient tradition, present an interesting and useful accessory for any boating enthusiast.

First of all, the Norfolk, Va. firm has designed the watch to record the time in the usual, familiar way—with numerals from "I" to "XII." Here, though, is where the departure to things nautical begins. In addition to this device, the Seven Seas watches also carry the "24 Hour" system. Here, in smaller figures—from "13" to "24"—and just above the Arabic numerals, real "salty" folks can tell time in the same way that military forces and many foreign countries do. In this system, the normal 1 p.m. becomes "13" or "13:00" and minutes after the hour are "13:15" rather than "1:15." The a.m. and p.m. suffixes are eliminated.

These nautical, novel timepieces are available in chromium-plated cases with clearly marked dials. Nautical Clock says they are shock-resistant and have dependable movements. They are available either as wrist or pocket watches.

For More Information Write No. 1174 on "More Data Card"

Production Of Annular Threaded Nails Outgrows Present Facilities Says Company

SINCE 1937 BRASS & COPPER SUPPLY CO., INC. has been in business and operating as manufacturer and distributor of non-ferrous metals in both mill products and fasteners. By 1954 manufacturing facilities and headquarters were moved three times—each time to larger space to provide for increased business.

This last move enabled the firm to obtain facilities for the manufacture and specializing in cold heading operations, according to the firm. This involved for the most part, nails and rivets including annular threaded nails for the marine trade.

This latter operation has likewise grown to the place where production activities have outgrown facilities and the firm is obliged to look for larger quarters, company heads report.

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INBOARDS AND
OUTBOARDS

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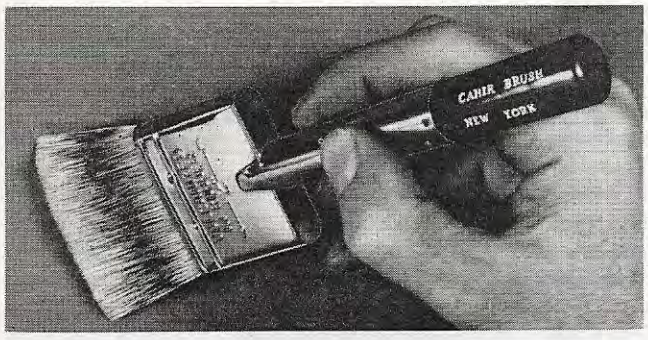
More Data Nos., Surrette 439, Lehman 440 and Mac Bay Boat 441

Badger And Ox Hair Brushes For Marine Use Included In Cahir's Quality Line

ONE HUNDRED PERCENT PURE BADGER varnish brushes in widths from one inch to three inches manufactured by the Cahir Brush Co. of New York are included in the company's complete quality line for marine purposes. Cahir brushes are filling the ever-present demand of boat owners for precision brushes.



Complete line of 100% pure bristle brushes is available for every marine purpose.

The application of varnish or enamel on either wood or metal surfaces is greatly expedited by Cahir's Flowing Varnish brushes or the ox hair enamel brushes. Bottom and hull brushes for every marine purpose are available in an attractive counter display to dealers interested in top-flight line.

For More Information Write No. 1175 on "More Data Card"

Seminole Trailers Are Featured In Many Sizes & Styles For Boaters

SEMINOLE TRAILERS are being featured this year in a wide variety of sizes and styles to meet the varying needs of today's boating public. Break-Frame Trailer Corp., Miami, Fla. manufacturer, says this year's line incorporates the latest boat trailer innovations. They are designed, says the Southern firm, to make boat trailering a pleasure.

All Seminoles feature adjustable bow stops, channel iron construction and adjustable chocks. They also have rubber rollers and V-frame design that enables the craft, according to Break-Frame, to center itself from any angle when being loaded and allows launching on shallow beaches without getting the tires wet.

The larger models offer break-frame construction that allows launching from embankments or sea walls that are as high as two feet.

For More Information Write No. 1206 on "More Data Card"

BoatLIFE

AMAZING DEVELOPMENT FOR LASTING BOAT PROTECTION

The Finest Glass-Smooth Protective Finish A Boat Can Have.

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7 ***simple selling points tell why:***

- It's ***waterproof.***
- Amazingly flexible and elastic.
- Will not crack, chip or peel.
- Can be applied to metal or wood and over any other finish.
- Resists marine growth. Protects against rot.
- Outlasts and gives better protection than spar varnish.

★ **Comes in Plasticlear, white, and five brilliant colors.**

Retails at $3.85 qt. $12.80 gal. ($4.10 qt., $13.70 gal. West of Mississippi.

Write today for complete details of boat protection developments: Amazing BoatLIFE, BoatVINYLIFE, BoatLIFE PLASTIC CANVAS SEAL.

Since 1912. Specialists in finest imported and domestic boat lumber.

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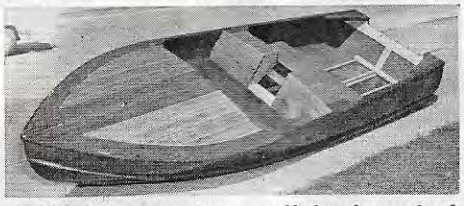
INTRODUCING

THE NEW 14' WALK THRU DELUXE



- **Molded hull construction**
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- **Finest Honduras Mahogany and oak used thruout**

DEALERS: Investigate our attractive proposition on this and other 12' and 14' models today.

MARBLE BOAT MANUFACTURING CO.
LUCEDALE, MISS.

Be sure your boat is equipped with NOMAR Products . . .

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MANUFACTURED BY
WHITMAN & ROBINSON
WEEDSPORT, N. Y.

NOMAR PLASTIC-COATED ANCHOR

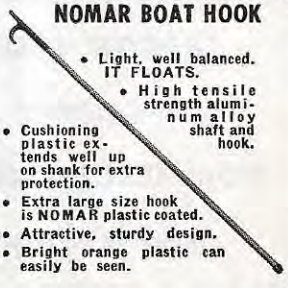
Resilient, tough, bright-orange vinyl plastic-coating prevents scratching of hull and deck, and results in more quiet stowage, especially in metal boats. The modified "Navy-Type" design provides good holding power.

NOMAR TANK HOLDER

A practical accessory in which to stow gas tank. Welded metal with vinyl plastic coating is spark-proof. It is portable or can be fastened down. Cushion effect of plastic means quiet stowage.

NOMAR MARINE BATTERY BOX

The answer to battery stowage on outboards. Sturdily constructed of welded metal. Completely coated with tough vinyl plastic. Impervious to acid, salt water and rust. Non-marring, quiet and spark-proof.



NOMAR BOAT HOOK

- Light, well balanced. IT FLOATS.
- High tensile strength aluminum alloy shaft and hook.
- Cushioning plastic extends well up on shank for extra protection.
- Extra large size hook is NOMAR plastic coated.
- Attractive, sturdy design.
- Bright orange plastic can easily be seen.

DEALERS — Write today for literature, discounts, etc.

More Data Nos., Condon 442, Marble Boat 443 and Whitman & Robinson 444

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THE Randy BOATSHU

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GENEVA BOATS

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1824 Woodrow
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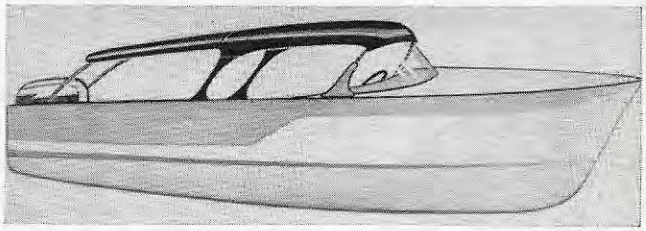
Little Rock, Ark.

Del-Tex Marine Introduces New "Bubble" Windshield & Plastic Boat Tops To Line

DEL-TEX MARINE Products is introducing a couple of new boating accessories this month. They'll make their official debut at the Chicago boat show next month. The new panoramic "bubble" windshield and the Holiday Hardtop are both making their initial appearance on the marine market. Both are designed to keep pace with modern styling and design.

The new "bubble" windshield follows the automotive trend of longer, lower styling. It will retain the cockpit appearance when installed, according to the Ft. Worth, Texas firm, yet the compound curve is less drastic than in previous bubble models. The result, says Del-Tex, is a higher windshield for more spray and wind protection. The low compound curve, however, is said to retain the low, sleek appearance of today's boats.



Del-Tex Marine is introducing its new panoramic "bubble" windshield, said to follow the automotive trend toward longer, lower styling.

In addition to the new Del-Tex "bubble" windshield, the firm is also introducing what it considers a whole, new concept in boating accessories in its Holiday Hardtop. This boat top, like the windshield, is designed to accent the style of the new line of craft being offered by builders, rather than detract from it.

According to Bob Bond, Del-Tex sales manager, Del-Tex is also introducing a new, modern-styled canvas top, too. This top is designed to add style to most any craft, according to Bond, and highlights the company's wide line of boat tops.

The hardtop models are manufactured, according to the firm, in sizes to fit most of the boats currently on the market. The new tops are made of special weather-resistant, resilient plastic. They'll be mounted on the boat by means of a tubular aluminum frame. The entire top can be easily removed, according to Del-Tex, thus allowing the boat to be used either with the top or as an open cockpit model.

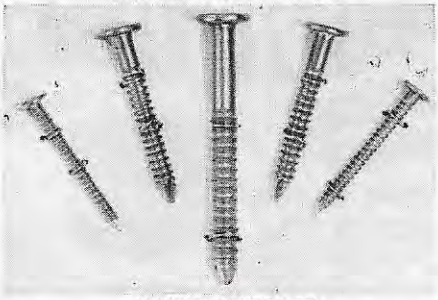
The Del-Tex line of windshields includes the economy, sportster, swept-back and Texas swept-back series in addition to the "bubble" models.

For More Information Write No. 1177 on "More Data Card"

RING BARBED NAILS
ANNULAR THREAD

MONEL
SILICON BRONZE
COPPER
COMMERCIAL BRONZE

Samples on request.



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TACKS - RIVETS
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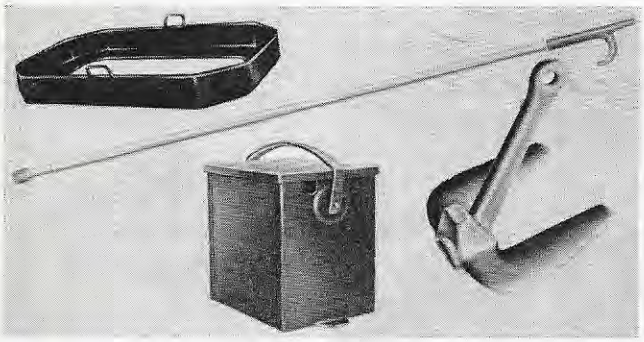
More Data Nos., Randolph 445, Geneva Boats 446 and Brass & Copper 447

Nomar Products Are Offered Again This Year By Whitman & Robinson

IT'S NEW PRODUCT time again. But when you feel, as does Whitman & Robinson of Weedsport, N. Y. that you're already supplying products that fill boaters' accessory requirements, you simply spotlight them and remind the industry that they're available.

Nomar-manufactured accessories are coated with a tough, long-wearing vinyl plastic coating, designed to cushion and eliminate mars and scratches on any object they come up against. Nomar products are said to minimize vibration noise and their vinyl coating offers protection against salt and air deterioration, according to the New York firm. A special bonding agent, says Whitman & Robinson, containing zinc chromate, prevents rust. In addition, Nomar plastic reportedly will not chip or wear off, due to a special curing process for sealing it.



Here are a few of the Nomar "tried-and-true" marine accessories . . . upper left fuel tank holder with Normar boat hook directly beneath; at the bottom center, the Nomar battery box and Nomar anchor at far right.

What forms, shapes and sizes do Nomar products take? There's the Nomar tank holder, designed to keep the fuel tank quietly in place and prevent damage to either boat or tank. Yet, according to the manufacturer, tank removal is easy when the Nomar holder is used. There's a Nomar holder for most every popular motor maker's tanks in four and six gallon sizes.

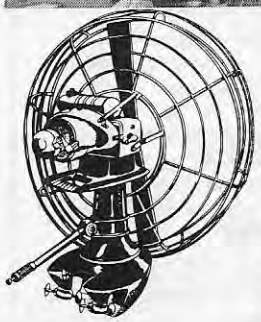
There's Nomar marine battery box, too, and the Nomar boat hook, made of high strength aluminum alloy, according to Whitman & Robinson. It is available in standard 4½′ and 6½′ lengths. Like others in the Nomar line, this product reportedly will not scratch or damage the hull or deck. Hook and handles are vinyl plastic-coated to protect against scratching and gouging, says the New York firm.

The Nomar anchor, featuring modified "Navy-type" design, is said to provide good holding power. The company also says that it won't mar or scratch the deck and claims that it is quieter for use on metal boats.

For More Information Write No. 1178 on "More Data Card"

HUNT & FISH IN SHALLOW WATERS WITH

DRAGONFLY



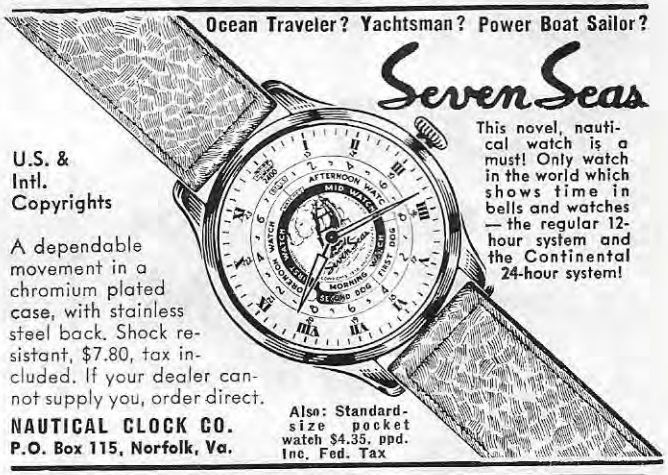
THE ALL-SEASON OUTBOARD IS BETTER THAN EVER!

Restyled from top to motor mount, now cushioned in rubber to reduce vibration. New-pitch propeller, improved safety guard and air silencer make Dragonfly better than ever! Air steered, air cooled and air propelled without underwater disturbance—ideal for any boat or canoe that takes an outboard. Two models for all-season use: 2-hp Model 47 ($179.50) for slow-troll fishing; 4-hp Model 80 ($219.50) hits 40 mph on ice sled. Water speeds equal to underwater outboards of the same hp. Dragonfly is advertised in 8 leading sports magazines. Dealers write!

Robertson-Hedges, Inc., Box B, 647 West 39th, K. C. 11, Mo.

Ocean Traveler? Yachtsman? Power Boat Sailor?

Seven Seas



This novel, nautical watch is a must! Only watch in the world which shows time in bells and watches — the regular 12-hour system and the Continental 24-hour system!

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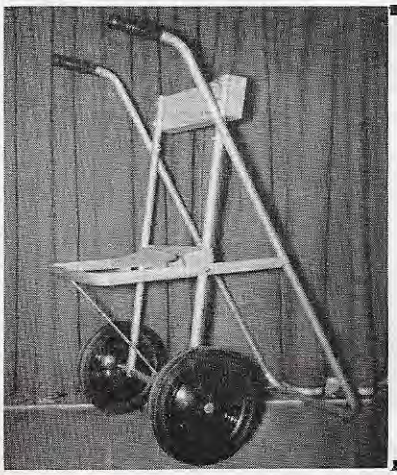
A dependable movement in a chromium plated case, with stainless steel back. Shock resistant, $7.80, tax included. If your dealer cannot supply you, order direct.

NAUTICAL CLOCK CO.
P.O. Box 115, Norfolk, Va.

Also: Standard-size pocket watch $4.35, ppd. Inc. Fed. Tax



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OUTBOARD MOTOR CARRIERS and STANDS

Boat Seats — Boarding Ladders — Boat Hooks

It took us more than a year to develop and test what we sincerely believe to be the best outboard motor carriers (the fairest priced) in the boating industry . . . . now in production!

Hold up to 40 h.p. Outboard Motors (500 lbs.) Lightweight — High-strength aluminum tube construction — Aluminum bar fuel-rack — 12" ball-bearing rubber-tire wheels — Full Year Guarantee.

Carriers	*$12.95 to 28.95 list*
Stands	*5.95 to 9.95 list*
Seats	*4.95 to 12.95 list*
Ladders	*5.95 to 26.95 list*
Boat Hooks	*5.95 to 8.95 list*

TEKTUBE MARINE PRODUCTS
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Distributor and Dealer Inquiries Invited
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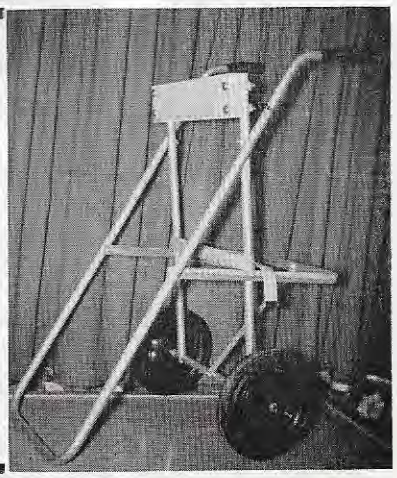

More Data Nos., Robertson-Hedges 448, Nautical Clock 449 and Tektube 450

First advance in outboard boating in years!

The Airboy has no underwater propeller to bend, foul up or hit underwater obstructions!

The tremendous demand for Airboy outboards comes from fishermen, hunters, expeditioners—from swamp areas of the United States, Philippines, frozen northern lakes regions as well as Alaskan ice fields for ice boating. ***Now available! The revolutionary 'amphibious' (use on ice or water) Airboy Skimmer hunting and fishing boat.*** Designed with an air drive outboard motor in mind! Skimmer is available with or without sled runners. ***Also available: New Airboy Ice Sled.***

Write today for complete information for ALL Airboy products including the Airboy Skimmer, Airboy ice sled, 2 and 4 H.P. outboards also 65 H.P. Airboy Sportsman and 190 H.P. Airboy Traveler Boats.

AIRBOATS, INC., 3323 N. Florissant, St. Louis, Mo.

Vibra-tak

MEASURES MOTOR

R P M

ANYWHERE IN BOAT

Now, you can **check that motor** easily without dismantling motor, without special connections. The Vibra-Tak checks performance of outboard and inboard motors. Just press nose of the Vibra-Tak against any part of motor or boat, and read scale.

An accurate tachometer that quickly tells you if adjustment or repairs have increased RPM'S.

MARTIN ENGINEERING COMPANY
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Complete with leather case and unsinkable butyrate plastic container.

Standard Aluminum Vibra-Tak $5.00 retail

Deluxe Nickle-finish Brass Vibra-Tak $7.50 retail

GOOD DEALER DISCOUNTS

Worthington Products Is All Set For 1957 With A Big Line-Up Of Marine Accessories

NUMEROUS IMPROVEMENTS on the "tried-and-true" and some brand new items highlight the 1957 Worthington Products line. The New York City firm is perhaps best-known in the marine world for its origination of noise-reducing No-Vibe transom pads for outboard boats.

And it's in this line that many of the changes and additions have been made in order that Worthington could better meet the needs of outboard enthusiasts. The No-Vibe line features one of the most complete selections of transom pads on today's market—from the new, economy model, known as No-Vibe Standard to the new Heavi-Duty, currently being introduced.

This new heavy-duty model is designed for those numerous boats that have a bracing knee in the transom. The inside flap of the Heavi-Duty transom pad has a cut-out section which accommodates the protruding knee while giving sufficient depth and clamp-gripping space to the pad. A rigid, indented, Formica insert in the pad prevents the clamps from cutting through the rubber and causing motor loss, according to Worthington officials. The pad fits all transom thicknesses and may also be used on boat transoms without the knee. It's available in either black or white rubber.

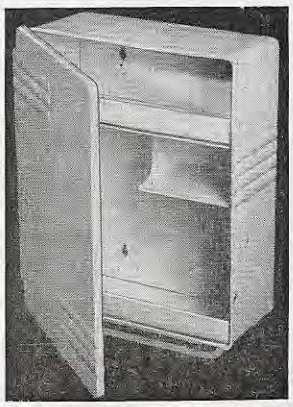
Even though the model may be a bit distracting, a little closer look just below her outstretched arm reveals a Worthington No-Vibe transom pad installation.

Also new is the Little Giant, another 1957 innovation. This transom pad is designed to accommodate larger motors of 25 hp and up. It's wider and heavier than conventional transom pads and features an extra deep tail flap to fit the new, heavier outboard motors.

Worthington's marine division takes pride in introducing its '57 line of No-Vibe products.

It also has pride in the fact that sales of its Key Buoys have passed the 100,000 mark. That's, according to a recent Worthington announcement. These miniature nautical buoys of polyethylene will keep keys

NOW...Full 40% Discount on Hot Mail Order Item



With die costs already written off — thanks to record breaking sales in '56 — we can now offer dealers unprecedented discounts on the popular Marine Medicine and Utility Chest.

Made of durable, white polystyrene, won't rust, peel or chip, never needs paint, this handy chest can be fastened to bulkheads in outboard and inboard runabouts and in the deckhouse, cabin, galley or head of larger craft.

Measuring 9½" x 12" x 3½", chest is equipped with guard rails to prevent contents from toppling out when door is opened.

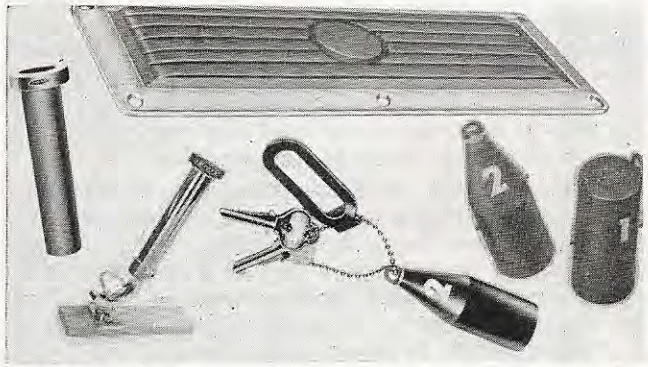
For a minimum order of 6 chests:
Retail for $6.00 ea. total **$36.00**
You Pay $3.60 ea. total **21.60**
YOU MADE, on 6 chests **$14.40** or 40%

Order today . . . sorry, no jobbers. Catalog of other profitable marine specialties available on request.

Boat 'n Beach Co. • **P.O. Box 447 • Lynbrook, N.Y.**

More Data Nos., Airboats 451, Martin 452 and Boat 'n Beach 453

afloat if they are accidentally dropped into the water. They can also be used by boating enthusiasts for holding automobile and house keys. Accordingly, says Worthington, they are often sold in pairs. Another use of this item, says the New York City firm, is for sink-proof safekeeping of money and license papers. In addition to the black "can" buoy model style shown here, a red "nun" model is available. These scale models are gift-boxed in pairs, which include both models.



This is quite an assortment of accessories and they're all Worthington-made. Across the top, it's Worthington's new all-plastic step plate and below this, from left to right, are pictured the Sav-Or leather oar sleeve, the sleeve used with an outrigger pole socket, one of two models of key bouys and the red "nun" buoy pepper shaker and black "can" buoy salt shaker. The other key buoy is shaped like the salt shaker shown here.

The Ever-Dry Salt and Pepper Buoys are available in the same shapes as the key buoys. The shakers, made of polyethylene, will float.

Worthington is also introducing a new line of all-plastic step plates in a choice of solid colors and combinations that enhance today's marine styling. It consists of a deeply-grooved, slip-proof pad molded of tough Vinyl, and a frame of high-impact, scratch-resistant plastic. Since the pads are available in white, black and light blue and the frames in white, black and aluminum tone, nine color variations are possible. The pads fit all standard frames of chrome, aluminum or Zamack and screwholes are provided for easy attachment. The large pads are also usable without frames and suitable as ladder pads, Worthington officials point out, and it's made in several sizes.

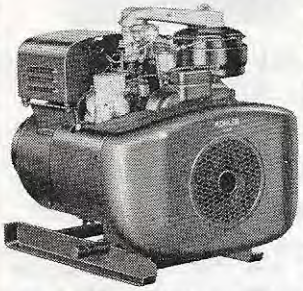
Other items in the Worthington line include the new Lite-Hook—a boat hook with a flashlight attachment—and Bow-Gard, and the No-Vibe Drip Pan of unbreakable, silver-colored, metallic polyethylene as well as the familiar Sav-Or moulded rubber oar sleeves.

For More Information Write No. 1179 on "More Data Card"

KOHLER
MARINE ELECTRIC PLANTS

Built by Falls City Flying Service, Inc. (Marine Div.), Louisville, Ky.

Smooth, quiet operation for cruisers, motor sailers, yachts



Model 5A27, *5 KW, 115 volt, AC. Fully automatic marine.*

The *Spartan Mariner*, new catamaran cruiser, is equipped with a Kohler generator set for general lighting, running lights, television, radio, heating, sanitary and potable water systems, refrigeration, complete galley with range. Kohler Marine Plants, 500 watts to 50 KW assure top performance, high capacity, with ample overload. Marine diesels, 10 to 50 KW, battery charging plants, 500 watts to 5 KW. Write for folder 24-B.

Kohler Co., Kohler, Wisconsin. Established 1873

KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT
ELECTRIC PLANTS • AIR-COOLED ENGINES • PRECISION CONTROLS

McKEAN BLUE JAY

(Thirteen and one half foot sloop)

. . . Sailing to windward in a smart breeze. The popular Blue Jay also carries a spinnaker for down-wind courses.

Designed by Sparkman & Stephens
Sails by Ratsey & Lapthorn

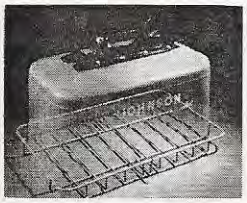
AVAILABLE IN KITS or READY TO LAUNCH

The ideal family craft. Proven safe and maneuverable in regattas all over the nation. Pound for pound, McKEAN BLUE JAYS out perform all others. Kits are completely pre-filled and assembled in our plant. You need only common household tools to re-assemble.

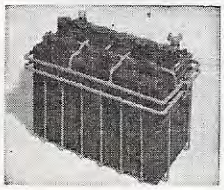
Send for free illustrated folder **Prices start from only $398.00**

McKEAN BOATS • MAMARONECK 6, NEW YORK

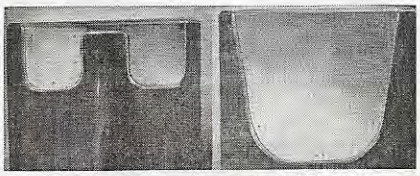
ORDER NOW !!!



Light weight vinyl coated Tank Tie-down that beats them all. A rubber covered spring eliminates messy oil soaked strap. Complete with fastenings. Retail at $3.95.



Light weight, Vinyl coated Battery Tie-down for 12 volt Aircraft Battery. Complete with fastenings at $4.95. Coatings are Gasoline, Acid and Alkali resistant. For 6 volt automotive battery. $5.50.



TRANSOM SHIELD
- Eliminates transom wear from motor brackets.
- Does not materially add to the transom thickness.
- Made of a polished aluminum alloy that is rugged yet will conform to the motor brackets.

Available in Gold Anodized for salt water resistance.

AT LAST! An instrument panel for an outboard boat.
- In all popular motor colors.
- Accommodates Finson flush mount and instruments with 2¼" exposed glass area.

Retail $3.95

Deluxe Marine Specialties

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More Data Nos., Kohler 455, McKean 456 and Deluxe 457

Moto-Mount MADE OF OIL RESISTANT RUBBER

NEW ECONOMY MODEL Large 11" x 9" Size

Made by the makers of the Original All-rubber* Outboard Motor Mounting

*Made of oil-resistant rubber

Retail List **$2.50** *each*

A UNIVERSAL SIZE TO FIT ALL BOAT TRANSOMS FOR ALL LARGE AND SMALL OUTBOARD MOTORS

ALSO The Original MOTO-MOUNT
MADE OF NEOPRENE COMPOUNDED RUBBER

available in fitted sizes; the small size 8" x 8", choice of three transom widths, 1", 1¼", and 1½". The large size 11' x 9', choice of three transom widths, 1¼", 1½" and 1¾".

Small size (8" x 8") ..... $3.00 each
Large size (11" x 9") ..... 3.50 each
Universal style
(white and red Neoprene) ..... 3.95 each

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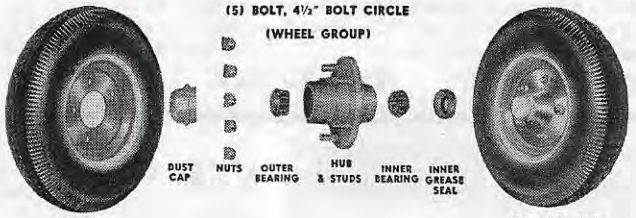
TELEPHONE: LOrain 4-2571

DICO
DEMOUNTABLE BOAT TRAILER WHEELS



ONE HUB FITS ALL WHEELS

4.80/4.00 x 8	2.50"	Standard Rim
4.80/4.00 x 8	3.75"	Wide Base Rim
5.00 x 8	3.75"	Standard Rim
5.50 x 8	4.25"	Wide Base Rim

Let DICO Help You With Your Wheel Applications

Write for catalog . . . and visit our booth at the Chicago National Boat Show, Feb. 8 thru 17

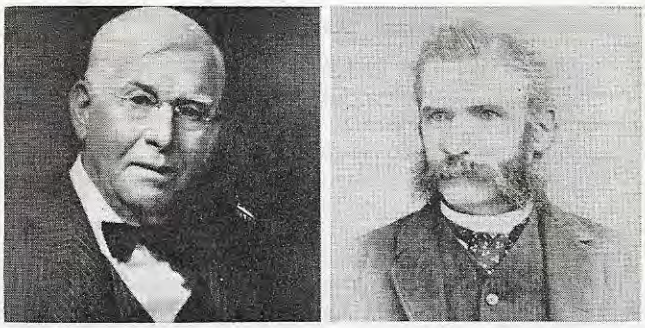
DICO DES MOINES 5, IOWA

Cating Rope Works, Inc. Celebrates 90th Year Of K-Ting Rope Production

CATING ROPE WORKS is celebrating its 90th year in the production of K-Ting Rope. Major Cating founded the original firm in 1866, soon after he had hung up his uniform at the close of the Civil War. Rope making was the only business he knew.

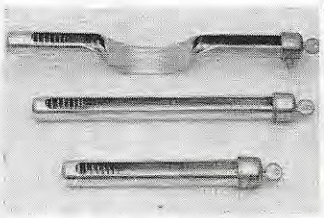
He had worked in ropewalks at Maspeth, N. Y., present home of K-Ting Rope, and in Jersey City, N. J. This was back in the "good old days," when the yarns were spun on spinning wheels and then taken to the ropewalk where a series of workers literally "walked" the yarns into rope products. The Cating Rope Works prospered, with the major actively participating with a few helpers in laying up yarns of American Hemp and other fibers into a variety of rope products.

But it's 1957 now and many changes have come into being in the rope industry. Ropewalks are tourist attractions; modern machinery streamlined the entire process. It was in 1890 that the first of the new rope-making machines was introduced in America, according to Cating, but not until sometime later did Cating's production turn entirely from hand to machine methods. And, now in this year, Cating has modern equipment that will twist Nylon, Dacron, Polyethylene and other synthetic fibers as well as manila and sisal.



Ninety years ago, Major Cating (shown above on the right) founded the Cating Rope Works at Maspeth, Mass. At his death, his son, W. B. Cating (left) assumed responsibility of the firm. It was during his regime that modern machinery began to replace the tedious hand laying and forming processes.

Modern packaging and merchandising methods have been introduced to make the K-Ting rope line attractive and easy to sell. One recent innovation was the K-Ting Rope Robot Salesman for marine and hardware stores. It's a dispensing unit that displays and sells six sizes



MODEL KE-1 (14" offset) fits all 25 and 30 & 35 H.P. motors with rubber bumpers. Retail Price. **$6.95.**

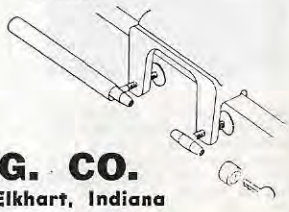
MODEL KE-2 (12" straight) fits all motors without rubber bumpers. Retail Price **$5.95.**

MODEL KE-3 (9" straight) fits all small model motors. Retail Price **$4.95.**

Trade inquiries invited

The NEW LINE of Outboard Motor Locks

- ★ CADMIUM plated steel & brass cap locks.
- ★ SPRING tension prevents tampering.
- ★ WATER and weather proof thruout.
- ★ THE MOST versatile line of outboard motor locks on the market.
- ★ ONE of three models will fit any motor.
- ★ PREVENTS motor from loosening on boat.



EARNHART MFG. CO.
1001 Edwardsburg Ave. • Elkhart, Indiana

More Data Nos., Western 458, Dico 459 and Earnhart 460

and types of K-Ting rope in only nine square feet of space. Fifty and 100′ connected coils in home utility sizes are offered in combination shipping and display containers. And most regular coils and half-coils of K-Ting rope are now packed in factory-sealed cartons to protect the rope in transit and storage.

. . . And still, today, the Cating Works remains in the Cating family, headed now by W. C. Cating, shown above with his son, W. C. Cating, Jr. on the right.

The responsibility of carrying on the company's business was shifted to his son, W. B. Cating, when Major Cating died in 1893. Under W. B. Cating's direction, Cating Rope Works was completely re-built and modernized in 1935. Under his regime, center strand lubrication became a K-Ting rope feature. This is a process by which the rope's center strands are impregnated with a special lubricant to prevent internal friction that causes rope wear.

The Hawser-making machine was introduced, in addition to the regular forming and laying machines. This machine consists of a "former" and a "layer." What it does is arrange the yarns in a series of layers concentric with the center of the strand so that each yarn takes its share of the load, reducing excess strain on the center yarns which are the shortest. This construction, says W. C. Cating, present head of the firm, assures rope of high tensile strength and durability because it insures a uniform strand from one end of the coil to the other.

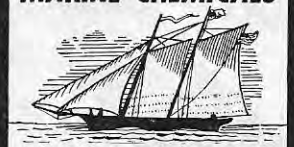
As Cating celebrated its 90th anniversary, it also issued a brochure tracing the firm's history since 1866. The brochure also takes a paragraph to discuss the laboratory testing and control program to which K-Ting rope is subjected. It is in this laboratory, too, says Cating, that new processes and treatments are developed.

ANY WAY YOU LOOK AT IT...

You make MORE when you $ELL

● Aquatex Crystals ● Aquatex Water Clarifier ● Tank Savers ● Roll-A-Way Bilge Cleaner ● Sea Soap (liquid) ● Stove Spirit Fuel ● Metal Polish ● Ignition Insulating Varnish ● Penetrating Oil

SHIP AHOY MARINE CHEMICALS



See Ship Ahoy Products at the N.Y. Show—B. Sack & Son Booth

LIBERAL DISCOUNTS — MORE PROFIT PER SALE
See your distributor or write for details.

Serving the shipping industry since 1933
DAKOLINE CHEMICAL CO., INC. 357 Atlantic Ave. Brooklyn 17, N. Y.

THE Waterspritе . . . leader in its field

An even dozen features make the custom-built WATERPRITE . . . tops in its field

- Laminated tip
- Selected straight grain white ash
- Each pair from a single thickness
- Beautifully hand finished
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- Molded colored rubber parts
- Fully adjustable bindings
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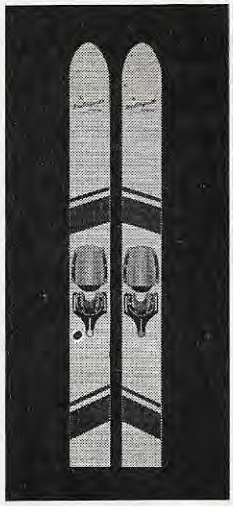
- Priced for profits

WATERPRITE incorporates every feature that counts in water skiing. Light weight, strong, durable, and beautiful. Comfortable, safe bindings. Lowest possible planing speeds. Preferred by discriminating buyers. Generous dealer and distributor discounts.



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DIVISION OF
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Buell AIR HORNS

Announcing
the revolutionary low cost, nylon unit
Buell-ette
freon-powered air horn
Retails at $14.95

Get the story of this sensational new profit item
See it at the shows, or write for details

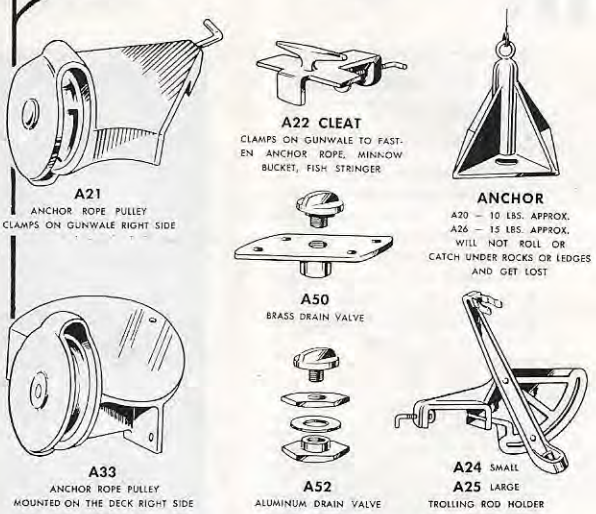
Buell Manufacturing Company
919 West 49th Place, Chicago 9, Illinois

More Data Nos., Fabricated Wood 461, Buell 462 and Dakoline 463

HANSAFE

FISHING AND BOATING ACCESSORIES

PRACTICAL • SAFE



DEALERS –

DISPLAY THESE ACCESSORIES TO THE BOAT OWNER AND TO THE FISHERMAN AND YOU WILL HAVE CONTINUOUS BUSINESS

CONTACT YOUR LOCAL JOBBER, OR WRITE DIRECT TO

H. P. SPECIALTY COMPANY

8132 WOODLAND AVENUE
Wauwatosa 13, Wisconsin, U. S. A.

Free! New CATALOGUE Showing 750 Different CABINET COMBINATIONS A Type and Size for Every Need!

In our CATALOGUE, you'll find the perfect CABINET for your particular requirement, whether it be for small parts storage, handling or display. 750 different combinations can be CUSTOM-BUILT at production line prices.

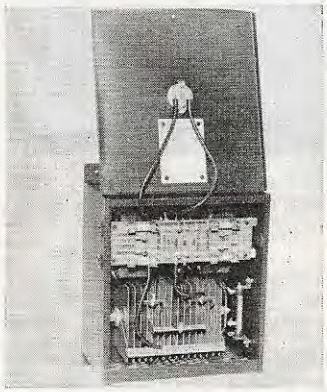
Send for Cat. JD-53-A

AKRO-MILS, INC. Box 989-A AKRON 9, OHIO

Constavolt Converters For Marine Use Is Produced By La Marche Mfg. Co., Inc.

THE LA MARCHE Manufacturing Co., Inc. of Chicago, Ill. and Wakefield, R. I. are producers of Constavolt converters for converting A.C. shore current to D.C. power and is for use on boats at dockside. The direct current power output is regulated by automatic circuits so that the batteries are kept at full charge at the same time that D.C. loads like lights, refrigerator, water pressure systems, etc. are in use.

This automatic regulation of power output allows the use of heavy and variable loads on the D.C. system of the boat without requiring the use of any controls on the Constavolt. This equipment takes over the entire D.C. electrical system aboard a boat at dockside and automatically handles all loads while keeping the batteries at full charge, says the manufacturer.



Electrical converter for use at dockside.

As there are no operating controls and no contacts, breakers, fans or anything else to cause a spark, this equipment is usually mounted in the engine compartment, completely out of the way. Constavolt converters are said to be so safe that approval has been granted by the Yacht Safety Bureau for their unattended use in the engine compartments of gasoline powered boats. Complete isolation of the D.C. output circuits from the A.C. input circuits eliminates all danger of electrolytic action and high voltage shock, according to La Marche.

A complete line of marine converters is made by the La Marche Mfg. Co. comprised of over 70 different types including 37 dual voltage types for boats which have different voltages for accessories and engine starting. They are furnished for battery systems of 6, 12, 24, 30, 32 and 113 volts. Capacities range from 10 amperes to as high as 50 or 60 amperes on some models.

A new type is being introduced in 1957 known as the Constavolt type CE. The type CE converters will have all features of the Constavolt line, but will have special output characteristics to enable them to better handle Nickel-Cadmium and Edison cell batteries.

100% PURE BRISTLE **VARNISH BRUSHES**

ATTRACTIVE COUNTER DISPLAY

by CAHIR

Also a complete QUALITY line of PAINT and VARNISH BRUSHES.

BADGER HAIR
Flowing Varnish Brushes

Also OX HAIR ENAMEL BRUSHES
for Wood or Metal Surfaces

Write Dept. BI-1 for Literature and Prices.

CAHIR BRUSH COMPANY
49 Murray Street • New York 7, N. Y.

More Data Nos., H. P. Specialty 464, Akro-Mills 465 and Cahir 466

In addition to the Constavolt line La Marche Mfg. Co., Inc. offers small automatic trickle chargers for use with batteries which do not carry loads at dockside such as those aboard runabouts, outboard cruisers and the starting batteries on shipboard A.C. generator plants. These small automatic chargers are 24, 30 or 32 volt batteries.

For More Information Write No. 1180 on "More Data Card"

Improved BoatLIFE Products Now Available; Made By M. L. Condon Co., Inc. Of N. Y.

A NEW AND IMPROVED BoatLIFE is now available which can be thinned with turpentine, making it easier to apply than ever before, reports the M. L. Condon Co., Inc. of White Plains, N.Y.

New formula used in BoatLIFE for easier application.

Because of the new formula it is no longer necessary to use a special thinner. The new formula renders the product more durable than ever and also more flexible. The Kauri value in BoatLIFE has been increased from 140 to 180, far above the 100 Kauri specifications for spar varnish required by the Government.

Brilliant colors, including a new blue which the maker states will resist fading far longer than other blues, are sure to make a hit with this season's boaters. Other colors are red, green, gray, ivory, gloss or flat white and the popular Plasticlear.

Reportedly a truly outstanding anti-fouling liquid plasticized vinyl plastic for the longest bottom protection from salt water, BoatVINYLIFE contains not less than 86% copper providing much longer protection, durability and permanence, say reports. This increasingly popular bottom protection is also said to prevent Teredo worms and crustaceous growth for from 18 months to two years.

A third BoatLIFE product is Plastic Canvas Seal which completely seals and waterproofs canvas of all types. Even bending or folding will not crack this seal which is available in clear or white.

The M. L. Condon Co., Inc. also supplies boat yards and individual boat builders with a wide range of marine plywoods and lumber used in boat construction.

For More Information Write No. 1181 on "More Data Card"

Write for Latest Bulletins AND PRICES
on Low Cost
MARINE ENGINE KITS
On ELECTRIC TACHOMETERS
• FLEXIBLE COUPLINGS
• FOOT THROTTLE CONTROLS
• FINGER TIP CONTROLS
• PUSH-PULL CONTROL ASSEMBLIES
FEDERAL MARINE MOTORS CO.
CHICAGO 19, ILL.

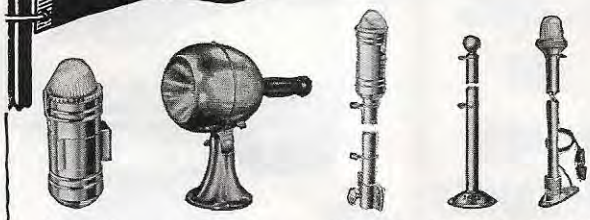
NEW
GLASS LAMINATED
BOATS

The new Kiski Kraft outboard utility boat is 14' 2" in length. It is molded of rugged fiberglass for years of maintenance free service. Special features include neoprene rubber edged gunwales, fin type fiberglass corner brackets, mahogany seats and fiberglass deck.
Other models under construction.

Write for attractive dealer proposition

KISKI PLASTICS Co. Inc.
P. O. BOX 552 • SALTSBURG, PA.

SEISS PENNANT LINE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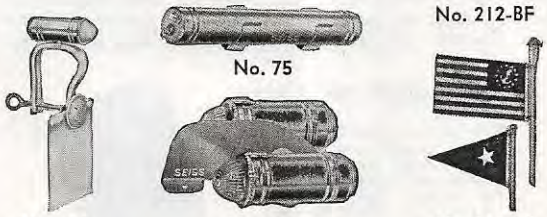
MARINE ACCESSORIES
Positive Switch — Battery or Bulb easily changed — Chrome and Aluminite Finish — Easily removed for locker storage.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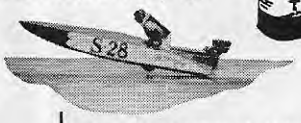
THE SEISS MFG. CO.
3844 Seiss Ave. Toledo 12, Ohio
QUALITY PRODUCTS—POPULAR PRICES

More Data Nos., Kiski 467, Seiss 468 and Federal Motors 469

"I like this special oil that's *slow-refined* for today's *fast-action* outboards!"

Ralph Dowling, Former Canadian National Champion, 1956 Ohio State Champion, C-Service Runabout Class

Dowling says: "When I clamp down on the throttle and really get flying, I like to know that I've got a tough Pennsylvania oil like AMALIE in my fuel . . . to get me there and back in record time!"



Sales-Makers!

MEASURING FEATURE—Accurate measuring diagram on back of special pour-spout AMALIE can assures correct mixing.

DISPLAY CARTON—Exclusive combination shipping and display carton helps catch the eye and make sales.

FREE BLACKBOARD SIGN—16½" x 23½" blackboard sign free with each 5-case order. Helps move merchandise! Provides a prominent place to list "Daily Specials", "Used Boats and Motors".

FREE FOLDERS—200 engine specification folders imprinted with Dealer's Name free with each AMALIE Oil Deal.

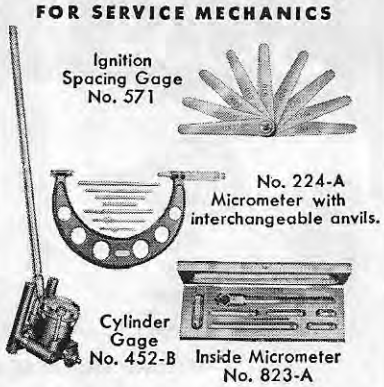
AMALIE Outboard Oil is fortified to retain a remarkably high degree of lubrication qualities after the fuel is exploded. It is SAFE! Developed by AMALIE from the world's finest 100% pure Pennsylvania crude, for *all* outboard and small gasoline-powered engines. *No additives!*

Write for details of exclusive AMALIE warehouse distribution opportunities. Valuable territories open. Profitable franchise.

AMALIE DIVISION,
L. Sonneborn Sons, Inc.
Franklin, Pennsylvania

MONEY MAKERS FOR MARINE MECHANICS

Starrett TOOLS
FOR SERVICE MECHANICS



Top marine mechanics recognize the name Starrett on any tool as the hallmark of accuracy and time-saving performance. Modern engines demand precision methods. Starrett tools help you do precision work profitably.

FREE BOOKLET TELLS HOW

Starrett Precision Tools Catalog A describes a complete line of tools for marine mechanics—tells how to use them for better, more profitable service jobs. Write for it.

ADDRESS DEPT B1

THE L. S. STARRETT CO. • ATHOL, MASS., U. S. A.

Starrett
SINCE 1880
WORLD'S GREATEST TOOLMAKERS
MECHANICS' HAND MEASURING TOOLS AND PRECISION INSTRUMENTS
DIAL INDICATORS • STEEL TAPES • PRECISION GROUND FLAT STOCK
HACKSAWS • HOLE SAWS • BAND SAWS • BAND KNIVES

Arnolt's 1957 Ivalite Line Is Placed On The Marine Market

THE COMPLETE LINE of Ivalite marine spotlights has been placed on the 1957 market. Ivalite products are manufactured by the Arnolt Corp. in its Warsaw, Ind. plant. The firm has been producing these marine items for more than a quarter of a century, according to C. E. Phillips, vice president in charge of marine sales.

Arnolt produces a complete line of Ivalite marine spotlights, examples of which are shown above.

Arnolt produces a complete line of marine spotlights, including model LRE 16, designed for cabin roof mounting. Arnolt also offers remote and direct control spotlights which rotate a full 360°. Ivalites are made of brass and bronze, finished with long-lasting, gleaming chrome-plating. The sealed-beam light units are said to throw long, shadow-free beams. The new line should receive much consumer attention during the coming year since the corporation has scheduled an increased amount of consumer advertising space in such publications as Sports Illustrated and Motor Boating, etc. In addition, new, colorful brochures have been prepared for dealer use.

Arnolt welcomes inquiries concerning its line and the dealer aids or brochures that are available for the coming season.

For More Information Write No. 1182 on "More Data Card"

Lou Portalski Joins Phil Welton Corp., Midwest Manufacturing Representative

LOU PORTALSKI, Antioch, Ill. marine sales representative, recently joined the staff of the Phil Welton Corp., of Omro, Wis., a manufacturers representative

You like the Healey Sports Cars

You'll love the NEW 1957 HEALEY SPORTS BOAT!

A boat picture is *not* worth a thousand words! No picture can show the thrilling performance, the fine construction, the value of this extraordinary boat. Write for our literature . . . a thousand words telling the complete story!

BRITISH MARINE PRODUCTS LTD. QUALITY ENDORSED

Length 14' 6"
Beam 64"

Ply lap construction of unsurpassed African Makore.
Takes outboard motors 10 to 40 h.p.

Perfect for Skiing!

Write Dept. BA-107 **BRITISH MARINE PRODUCTS LTD. • Port Washington, N. Y.**

More Data Nos., Amalie 470, Starrett 471 and British Marine 472

firm. With the addition of Portalski to the firm, Welton will intensify its sales representation of such accounts as the Arnolt Corp., manufacturer of boating equipment and notably the Ivalite line of marine spotlights. Boating Industry received word of Portalski's affiliation from C. E. Phillips, vice president of the Arnolt Corp.

Phil Welton, above, recently welcomed a new staff member, Lou Portalski, left, to his manufacturers representative firm.

In addition to the Arnolt Corp., Welton represents Benson's Anchors, the Andrew Brown Co., manufacturer of Z-Spar finishes; Danielson Mfg. Co., producer of pressure molded Nylon products, including Nylon and Vinyl coated cables and small strands; the Edwin H. Fitler Co., manufacturer of ropes and twines in both manila and the numerous new "miracle" materials; Kainer & Co., manufacturer of a complete line of marine fittings; the Minit Spray Corp., Chicago producer of Spraint and specialty products; Stay-Tite Products Co., manufacturer of a line of adhesives, caulking and sealing products, and Worthington Products Co., manufacturer of No-Vibe transom pads and a wide line of marine accessories.

Stock Boat Builders Now Use AR Products By Alroy Corp.

AMONG ITS CUSTOMERS, Alroy Process Corp. of New York City counts such builders as Richardson, Egg Harbor, Wheeler and Derecktor. These boat building firms, according to the firm, use AR products in their craft.

Among these products is AR-707 No-Cotton caulking compound. It's easily applied with a putty knife, says Alroy, and eliminates tedious cotton caulking while doing a good, long lasting job in seams up to 5/8" wide above or below the water. The compound's reported strong adherence to all woods makes it practical for use in the seams of teak decks, says Alroy. Alroy says the compound remains in the resilient state for hours,

(Continued on page 586)

BOAT TOILETS *by Dahmer*

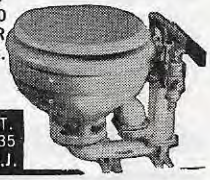
In White & COLORS to Match Interiors

EITHER MODEL CAN BE USED ABOVE OR BELOW THE WATER LINE

MODEL "H" (illus.) Hardwood seat, white enamel, chrome plated hardware. SIZE: Height, 15"; Width, 17"; Dia. Bowl, 13"; maximum distance front to rear 18" (90° tailpiece). Straight tailpiece if required. May be changed to right or left hand operation..... **Price Complete Only $60.00**

Colors only $72.50. Blue, Green, Yellow, Rose. Seat to match Strainer Inlet for above with tailpiece 3/4"....each $3.90. Outlet for above 1 1/4"....each $3.40.

MODEL "L" (For Small Boats) Seat cast in vitreous China Bowl (Straight Tailpiece) Height, 12" Width 16" Front to rear (max) 16" incl. Handle. PRICE COMPLETE $57 COLORS (Blue, Green, Yellow or Rose) $69.50. 3/4" INLET $2–OUTLET 1 1/4" $3.90–INLET 3/4" (Built-in Strainer) $3.50 ALLOW 2 WEEKS ON COLORS – MAIL ORDER TODAY FOR PROMPT U. S. SHIPMENT. Special Facilities for Export. (Prices F.O.B. Factory)



Send 25c For 60 Page Marine Hardware Catalog H

Manufactured & Guaranteed by **HENRY DAHMER, INC.** EST. 1935

Salesrooms-Factory, Union Beach, N.J., P.O. Keyport, N.J.

HERE'S A LIGHTWEIGHT ANCHOR THAT

HOLDS!

You sea-going men can relax ashore no matter how hard it's blowing if a Northill anchor is holding your boat. For a Northill digs in instantly with a bulldog grip whether the bottom is hard or soft. And when you're ready to move on, the scientific design of your Northill, which has prevented it from burying too deep, allows you to break out easily. It's easy to handle and quick to stow. 3 to 105 lbs., for boats to 80 ft.

THE GARRETT CORPORATION

AIR CRUISERS DIVISION

BELMAR, NEW JERSEY

"Don't Miss the Boat"

SHOWS

See

ALBINA MARINE PRODUCTS

displayed by The Durkee Co., at

New York National Motor Boat Show

January 19 - 27, 1957

and

The J. M. Keely Sales Co., at

Miami International Boat Show

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Albina Engine & Machine Works Inc.

2100 N. ALBINA AVENUE • PORTLAND 12, OREGON

More Data Nos., Garrett 473, Albina 474 and Dahmer 475

Make our Hotel your

BOAT SHOW HEADQUARTERS!

MIAMI'S FRIENDLY HOTEL
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250 beautiful rooms, each with bath and radio — TV optional
Tarpon Coffee Shop —
Porpoise Cocktail Lounge —
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In the heart of Miami, near all shopping, shows, restaurants — on beautiful BISCAYNE BAY, opposite Pier 5 and Florida's greatest deep-sea fishing fleet!

- **A 100% GREETERS HOTEL**
- **MOST SENSIBLE RATES —year 'round!**
- **THE COMMERCIAL MAN'S HOME**

For full details, write to
JERRY PAULDING, General Manager
BINGHAM HARK, Resident Manager

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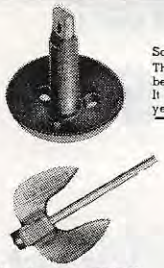
ROLOFF *Boat Anchors*

RUBBER COVERED ANCHOR

Cast Iron — Semi-Steel — Covered with Neo Preom Rubber
Salt Water · Oil · Gas and Acid Resistant.
The answer to the metal boat owner's prayer, and most perfect for the better mahogany boats. Will not dent, scratch or damage your boat. It is quiet, efficient and rust proof, and the cheapest over a period of years.



N - NAVY TYPE **RS - ROLOFF SPECIAL** **M - MUSHROOM TYPE**

Cast Iron — Semi-Steel Painted Aluminum With Exceptional Fine Finish

Made in 10 Sizes

ALL PURPOSE BARBEQUE
CAST IRON
FOR THE SPORTSMAN

Special Features Galore!

- **FOR BARBEQUEING, broiling, roasting, frying, etc.**
- **POSITIVE ALCOHOL IGNITER**
- **REVERSIBLE TOP GRATE**
- **IDEAL CAMPING or TENT HEATER**
- **BONUS FEATURES for winter sportsmen**

FISH & STEAK PANS .....
"Once you use one—you will want one!"

Made in 3 Sizes

REASONABLY PRICED
WITH MAXIMUM DISCOUNTS

ROLOFF MANUFACTURING CORPORATION
KAUKAUNA, WISCONSIN
We solicit Hardware Wholesalers, Boat Manufacturers, Marine Distributors and Jobbers.

ALROY *(Continued from page 585)*

allowing ample time for working. Even when cured it remains resilient, according to the firm.

Another Alroy product is AR-706, a marine adhesive which Alroy says simplifies covering decks and cabin tops with canvas or fiberglass. Its long working time — approximately 45 minutes, according to Alroy — makes it easier to use. It provides strong, waterproof adhesion plus a resiliencey that eliminates future cracking, says Alroy. A coat of AR-706 will also provide a paint saving primer that prepares surfaces for final painting.

AR-711 marine coatings are now available in eight colors and clear. It's a waterproof finish that is said to dry to lustrous, abrasion-resistance that protects and beautifies for a long time. Alroy also recommends it for sealing and protecting plywood surfaces.

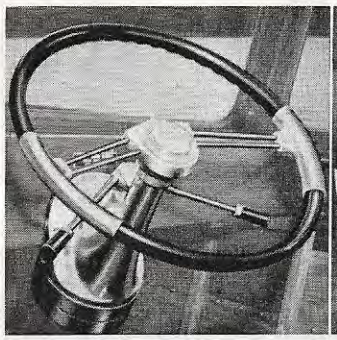
Alroy considers its AR-703 marine coating and compound the most versatile product in its line. Its marine uses include fastening teak decks to under decks, patching broken plywood, bedding above and below the water and protecting hulls from worms in southern waters. It can be used for caulking seams in narrow planked boats in addition to its numerous applications as a marine glue.

For More Information Write No. 1183 on "More Data Card"

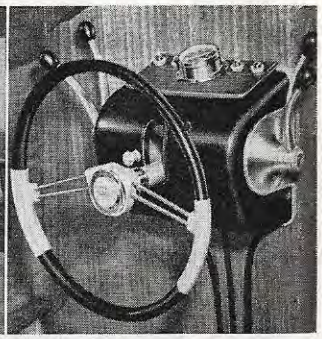
Coremco Is A New Steering System From Anti-Corrosive Metal Products

COREMCO, PRODUCT of the Marine Division of the Anti-Corrosive Metal Products Company, Castleton-on-Hudson, N. Y., is a new system of complete remote controls—steering, shift and throttle, all in one.

Engineered by one of America's oldest and largest specialists in stainless steel fastenings, Coremco features the Angle E-Z corner cable bend which is designed to make steering easier.

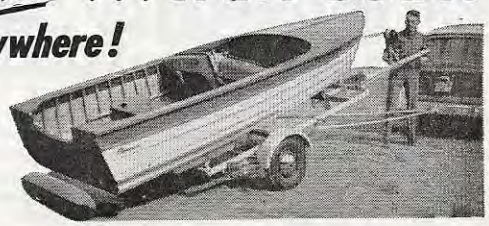


Coremco Runabout Unit.



Coremco Super Deluxe Unit.

AIROLLERS **. . . trail boats** *anywhere!*



Write for DEALER INFORMATION

Now! Airollers make "difficult" launching places easy for your customers! Park trailer at side of road, unload boat onto 2 Airollers — almost frictionless, large canvas rubber-lined cylinders, inflated to a low pressure by mouth. Roll even heaviest boat to water on this cushion of air over mud, rocks or soft sand with no damage to hull or paint! Great new profitmaker!

Outboard Airoller	boats to	700 lbs.	$ 9.95*	each
Standard Airoller	boats to	1200 lbs.	$17.50*	each
"Super Tuff" Airoller	boats to	1800 lbs.	$24.50*	each
Cruiseroller	boats to	3000 lbs.	$39.50*	each

*list price

the AIROLLER Co., 14 BROAD STREET, GUILFORD, CONN.

More Data Nos., Alcazar 476, Roloff 477 and Airoller 478

Coremco features simplicity of design and ease of installation and operation. It comes packaged in all-in-one units. Completely enclosed Coremco models are available for any boat or motor—single or dual. According to its manufacturer, Coremco can be connected or disconnected in minutes.

The mechanical steering unit is engineered to effectively compensate for outboard engine torque, permitting easy balanced steering in any direction, says the firm. Built-in throttle and shift controls are in one unit and interchangeable parts permit the addition of supplementary controls at any time. Made of quality materials and corrosion-resistant throughout, Coremco offers the boating enthusiast a new freedom in smooth, easy steering and convenience, says the company.

Standard equipment with all Coremco steering units is the 0° to 90° Adjustable Angle E-Z for corner cable installation. This reportedly eliminates the high friction build-up of push-pull cables at corners by moving the inner cables on rollers to conform to the desired angle. Its design conserves space, anchors cable. It reduces to a minimum the effort usually required to operate push-pull cables due to the additional torque of increased horsepower in modern motors, according to the New York manufacturer.

Coremco Super DeLuxe unit includes adjustable tilting steering wheel, throttle and shift controls for single or twin motors, instrument panel and handsome case. The Runabout unit for dash installation includes steering wheel, throttle and gear controls for single or twin motors. Independent throttle and gear controls are availabel for single or twin motor installation. Other models are available for bulkhead, pilot box or custom installation.

For More Information Write No. 1184 on "More Data Card"

Surface Coating Engineers Of Kalamazoo, Mich. Have New Vinylon Formula For 1957

AN ENTIRELY NEW formula developed by Surface Coating Engineers, Inc. of Kalamazoo, Mich. is now being used in the production of its 1957 Vinylon liquid plastic marine coatings, reveals the "Cockpit", official news organ of the Michigan firm.

This new elastic Vinylon may now be brushed on over painted and varnished surfaces equally as well as over new wood, metal fiberglass and canvas surfaces. Former use of special neutralizers and paint removal has now been completely eliminated. Not even a prime coat is necessary, reveals the producer. This new formula Vinylon now replaces both Vinylon 100 and Vinylon 200 which were formerly produced by the

(Continued on page 588)

BIGGEST
BOAT VALUE AFLOAT
Sea Mac 14

Roomy cockpit for family fun . . . sleek lines for thrilling speed . . . wide 56" transom for better skiing . . . flaring bow and ample freeboard for dry, smooth, sea kindly ride . . . these are the features that make Sea Mac the finest of her class. And speaking of class — she boasts the best materials, design and workmanship yet she's priced with the lowest! 14' 3" long, 63" wide, 30" depth. Standard and Deluxe models available in limited quantities.

McCARTHY - BOATS
2207-15 Howell St.
Camden, N. J.

WRITE FOR PARTICULARS.
A few dealer territories still open.

DEALERS! You'll make more sales with Dillabaugh Kit Boats

BOAT HOUSE BULLETIN
A FACTUAL REPORT FROM THE KIEKHAEFER MERCURY PROVING GROUNDS

No. 56-79C — PHOTO #BHB43C-2

TEST DATE 5-11-56

Boat Length : 13'7"
Beat Beam : 61"
Net Hull Wt. : 350 lbs.

MAKE OF BOAT : Dillabaugh
TYPE OF BOAT : Runabout
MFG. BY : C. R. Dillabaugh Co. 220 N. E. Columbia Blvd. Portland 11, Oregon

All tests are conducted over an accurately measured course and certified by a graduate engineer.

LOAD - A	Gross Weight * 685 lbs.		
	Mark 55 (Propeller #48-22636A1 or A2)	32.0	m.p.h.
	Competitive 30 H.P.	28.4	m.p.h.
LOAD - B	Gross Weight * 860 lbs.		
	Mark 55 (Propeller #48-22636A1 or A2)	30.6	m.p.h.
	Competitive 30 H.P.	27.4	m.p.h.

* *Includes hull, engine, fuel and passengers*

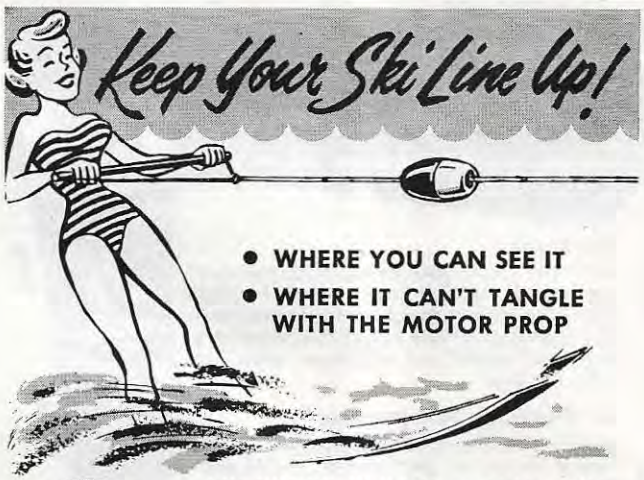
Transom Height 16" — Tilt Pin Hole 1

One of the first kit boats we have tested. This hull drops very little in speed when the load is added.

Kits available from 8 ft. to 21 ft.

Write for complete information on this fast moving line.

C. R. DILLABAUGH CO.
7928 N. E. MALLORY • PORTLAND 11, OREGON



SHEPHERD FLOATS are highly visible, color fast, extra buoyant, and are made from first quality high impact material for longer, trouble-free use.

The brilliant colors of SHEPHERD FLOATS are made part of the plastic itself when the float is formed. No paint to peel or chip — never any refinishing necessary. SHEPHERD FLOATS are unaffected by the action of salt water, and are extra strong to withstand even severe use.

ASK YOUR DEALER TODAY FOR SHEPHERD SKI FLOATS OR WRITE DIRECT

For Course Markers and other buoy requirements, ask about the wide selection of colors and sizes of SHEPHERD PLASTIC FLOATS.

ORIGINATORS OF PLASTIC FLOATS FOR MARINE USE

J. H. SHEPHERD SON & CO.
1820 EAST AVENUE • ELYRIA, OHIO

More Data Nos., Dillabaugh 479, Shepherd 480 and McCarthy 481

Glo-Brite

delivers exactly what you want in

STYROFOAM...

FOR SUPER FLOTATION AND SUPER SAFETY

SERVICE IN 3 DIMENSIONS

1. Largest Complete Stocks
2. Prompt Shipment from Centrally Located Warehouses
3. Cut to Required Sizes for Fast Economical Installations.

STYROFOAM in All Forms . . .

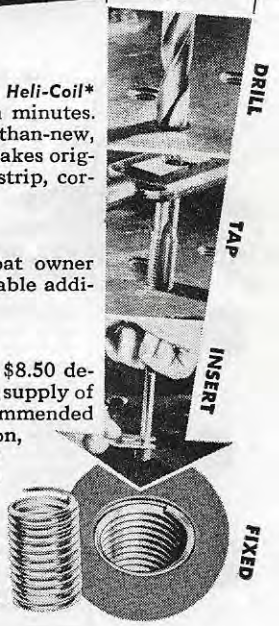
prompt delivery from stock . . . any quantity, large or small, in all lengths, widths, thicknesses.

WRITE

Glo-Brite 6415 N. California Ave. Chicago 45, Illinois

No more trouble with rusted, busted bolts worn or stripped threads

EASY as this!



For Repairs:
Drill out old thread—re-tap with *Heli-Coil** tap—install *Heli-Coil* Insert—all in minutes. Result — a permanent, stronger-than-new, stainless steel female thread that takes original-size fastener and will never strip, corrode, or seize.

For Preventive Maintenance:
Proceed as above, saving the boat owner future headaches, getting a profitable additional job for yourself now.

Cost?
Heli-Coil Ezy-Kits cost as little as $8.50 depending upon thread size. Contain supply of inserts and all tools needed. Recommended for dealer use by Evinrude, Johnson, many others. *Heli-Coil* Inserts are also available in spark plug and pipe thread sizes.

How to Buy
Already stocked by hundreds of automotive jobbers and mill supply houses. Write for name of nearest one.

*Reg. U. S. Pat. Off.

3549

Products of
HELI-COIL CORPORATION
541 Shelter Rock Lane, Danbury, Conn.
In Canada: W. R. Watkins Co., Ltd., 41 Kipling Ave. So., Toronto 18, Ont.

SURFACE COATINGS

(Continued from page 587)

manufacturer. So simple is this new Vinylon that it is used exactly like any conventional paint, according to Surface Coating Engineers, Inc.

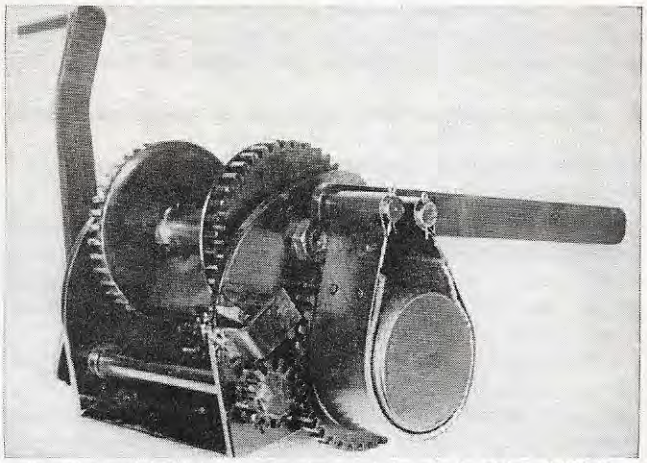
Vinylon has already been proven by thousands of boat owners throughout the world in all kinds of waters. It is said to retain its elasticity and appearance and to last many times longer than paint. Its claim of remarkable adhesion to fiberglass both above and below water has been improved even more in the 1957 product, say its makers, by being more simple and economical to use. Fourteen colors, plus clear and anti-fouling, are being carried and offered to the boating trade by leading dealers both nation-wide and abroad.

Surface Coating Engineers, Inc. has expanded its service facilities by the addition of a new packaging center in Newark, N. J. to better serve the Eastern Seaboard. An export office is located in Detroit, Mich. in addition to its home offices in Kalamazoo. New dealer and distributor inquiries are invited by the manufacturer.

For More Information Write No. 1185 on "More Data Card"

Grant Mfg. Co. Expanding Markets And Stepping Up Production Schedule

GRANT MANUFACTURING CO. of Jacksonville, Fla. is currently stepping up its production to produce 100,000 trailer winches per year, according to recent word from company head, H. G. Grant.



Grant's model 300 is an extra heavy duty winch. It has 6,000 lb. direct lift capacity and is equipped with brake.

Until now Grant Co. has produced these winches exclusively for a leading Florida trailer manufacturer. It's been doing this since 1953. However, Grant says the firm will now broaden its sales scope by tapping

"POWER DIVER" UPD-3 Self-propelled, saves energy, air supply, depths to 180 feet. $350, rechargeable battery extra.

UNDERWATER METAL LOCATOR UML 20
Pinpoints ferrous and non-megnetic metals in fresh and salt water, to 160 feet. $545 including batteries.

COMMUNICATOR RADIOTELEPHONE BRT 1025
Ship-to-Shore telephone. 4 channels plus tunable broadcast receiver. $295 including *all* crystals.

Brochures mailed on request.
All Prices F.O.B. New York

Also Precision-Built RADAR • RADIO DFs • DEPTHOMETER UNDERWATER TV CAMERA

• DEALER INQUIRIES INVITED

BLUDWORTH MARINE
Division of KEARFOTT COMPANY Inc.
Sales and Service, 92 Gold St., New York 38, N. Y.
1500 Main Avenue, Clifton, N. J.

More Data Nos., Glo-Brite 482, Heli-Coil 483 and Bludworth 484

the nationwide market; Grant Co. anticipates building a large dealer business in the year ahead.

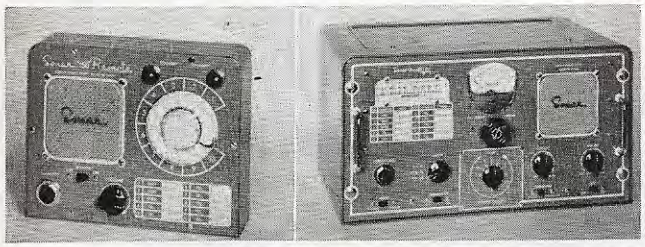
Grant currently offers eight different models. These range from 2,000 lb. capacity to 6,000 lb. capacity; three models are equipped with brakes. All models, says Grant, have oralite bearings and carry a full 90-day factory guarantee. Models are subjected to capacity tests conducted by the Pittsburgh Testing Laboratories, according to Grant.

The Florida firm also announced recently that plans are now underway for construction of a new plant. The new facilities will be built on Jacksonville's Atlantic Boulevard, according to Grant, and will provide considerably more floor space for the anticipated increased production demands.

For More Information Write No. 1186 on "More Data Card"

Sonar "150" Marine Radiotelephone Has Dial-O-Matic Remote Control

A REMOTE CONTROL WHICH FEATURES a dial setup quite like that of a telephone plus a number of "universal" qualities distinguishes the unique Dial-O-Matic "150" marine radiotelephone developed and marketed by the Sonar Radio Corp. of Brooklyn, N. Y.



The Dial-O-Matic remote control unit on the left is for use with Sonar's model "150" radiotelephone shown at right.

No other remote control radiotelephone, Sonar contends, can be plugged in anywhere its owner decides; also at the owners' discretion is the decision to set up any number of receptacles and use the single remote anywhere he desires or to utilize any number of remote heads.

Available for 12- or 32-volt DC and for distances from 150 to 1,000 miles, the "150" has been equipped with 10 marine channels; crystal control; a broadcast band; an exclusive low-voltage tuneup system, and a receiver of 1 microvolt sensitivity. Drain on the battery resulting from its use is low, says a Sonar spokesman.

For More Information Write No. 1187 on "More Data Card"

SEASWIFT

"Greatest Name in Boating Pleasure"

- First in performance
- Exceptional dryness
- Easy handling
- Sturdiness
- Unusual safety
- Mahogany plywood

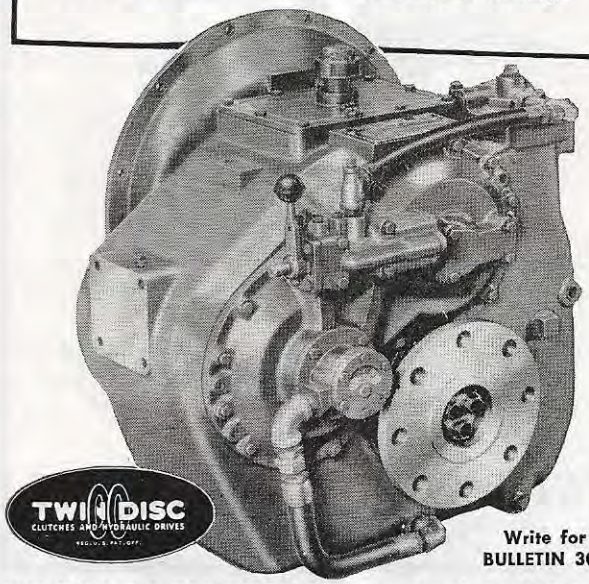
Four Distinctive Models — 14'

THE COLLEGE MILL • Takoma Park 12, Maryland

NEW MG-511 Marine Reverse & Reduction Gear

up to 240 hp at 2100 rpm

- Unusually short—17⅞" overall length.
- Rubber Block Drive. • Finger-Tip Control.
- Oil-Actuated, Oil-Cooled, Multiple Plate Clutches.
- All components easily accessible for servicing.
- Full hp operation in both forward and reverse.
- All gears straddle-mounted on anti-friction bearings.



TWIN DISC CLUTCHES AND HYDRAULIC DRIVES

Write for BULLETIN 307

TWIN DISC CLUTCH CO. • Racine, Wisconsin

A Curtis Hydro-Lift

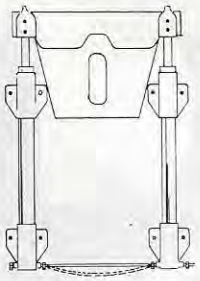
for propeller depth control ... a new opportunity for

Dealer Profits

If you sell outboard motors or boats, you should sell this money-making accessory item. The Curtis Hydro-Lift is a precision-built hydraulic jack designed to give finger tip control of propeller depth for all sizes of out board motors. With this positive remote control, boat owners get:

- Easy, dry launchings
- Increased speed—up to 20% by test
- Protection from underwater shallows
- Greater maneuverability

The Hydro-Lift is made of cast aluminum, chrome and brass — built for fresh and salt water. Proven by years of excellent performance, it is priced to sell in volume — make dealers a big profit. For more information and literature, write or call



2300 Congress Avenue
Houston, Texas
CA 2-7321

TACO
TEXAS APPARATUS CO.

More Data Nos., Twin Disc 485, Taco 486 and College Mill 487

MR. MARINE DEALER—

THIS DISPLAY GIVES YOU AN EXTRA PROFIT DEPARTMENT!

Get into a growing, profitable field—fiberglass covering kits and supplies!

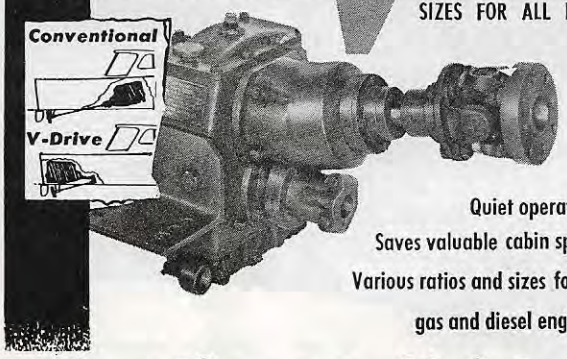
Write us for details on the Taft Fiberglass Sales-and-Profit Plan. Get into this extra-profit, extra-volume business now — in time for the coming selling season!

TAFT MARINE WOODCRAFT

Dept. FG-1 636-39th Avenue N. E., Minneapolis 21, Minn.

Walter V-Drives

SIZES FOR ALL ENGINES



Quiet operation.
Saves valuable cabin space.
Various ratios and sizes for all gas and diesel engines.

Walter Clean-Flo Keel Coolers

PROTECT THE LIFE OF YOUR ENGINES

CLOSED COOLING • CLAMP ON MODEL •
NO CORROSION, RUST, SAND, DIRT.
SIZES FOR ALL ENGINES — BOATS

Makers of:
Reduction Gears Transfer Drives

ILLUSTRATED LITERATURE ON REQUEST.

THE WALTER MACHINE CO., Inc.
84-[illegible] Cambridge Ave., Jersey City 7, N. J.

Dew-Coated Lubricants For Outboard Motors And Marine Engines Available In New Cans

ANYONE INTERESTED in obtaining better performance and greater fuel economy with outboard motors and marine engines can find a ready answer to both problems by adding Dew-Coated Lubricant to the gasoline, according to its makers, Dew-Coated Lubricants of Chicago, Ill.

Prescribed use of this lubricant results in longer running time per tank full of fuel plus the economy of no more fouled plugs, satisfied users proclaim. The maker guarantees that normal use of the product will "clean out a motor and keep it clean and running in tip-top shape."

New spout for easier dispensing now part of quart cans of Dew-Coated lubricants.

Dew-Coated Lubrication through the fuel — commonly referred to as upper cylinder lubrication — means 100% full and proper lubrication of the combustion chamber, valves, piston rings, pistons and intake and exhaust ports. This lubrication has been refined and formulated to provide qualities necessary to meet these requirements, states the company.

For faster and easier use of Dew-Coated Lubricants, a new can is being introduced for 1957 which has a standardized 1¼" spout on the quart size. Dealers and distributors are invited to contact the manufacturer for complete information and prices.

For More Information Write No. 1188 on "More Data Card"

Montague Marine Co., Inc. Of Tennessee To Supply Several New Items To Boaters

REORGANIZATION HAS BEEN IN PROGRESS at Montague Marine Co., Inc. in Madison, Tenn. which is to be followed by the introduction of several new items to the marine trade, states its sales manager, F. M. Pate.

One of these new items is a tandem lock safety bar. It is just the same design as the present safety bar being produced by the firm but is of heavier material and designed to accommodate two motors. Another new item which the manufacturer is making available is a theft-proof padlock bar which is being produced in two different sizes to fit each of these safety bars.

These safety bars provide positive insurance against the motor being lost from the transom at any time. It is composed of a heavy cold-rolled steel bar that bolts

SKANEATELES BOATS

DISTRIBUTORS and RETAILERS

Sailboats; outboard boats and motors; inboard boats and motors; Cruis-along Cruisers; anchors; Ventimeter Wind Gauges; sales; stop watches; yacht tenders; car top carriers; canoes; life preservers; boat cushions; sleeping bags; air mattresses; sheath knife and marlin-spike combination; barometers; binoculars; speedometers; tell-tales; stoves; water-skiis; mooring buoys; paint; varnishes; Cuprinol; compasses; marine hardware — bronze and aluminum; half-model placks; boat building lumber in quantity; boat trailers.

We also will arrange water delivery of your boat anywhere in the country and have a diving and salvage service available plus yacht insurance. Dealer inquiries are solicited.

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SKANEATELES BOATS

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More Data Nos., Taft 488, Walter 489 and Skaneateles 490

through the transom and locks in position over the motor's clamps. With this protection the motor cannot vibrate off even though its screw-down clamps work loose, says the company. The clamp also allows the motor to be locked securely to the transom at various elevations without altering the installation.

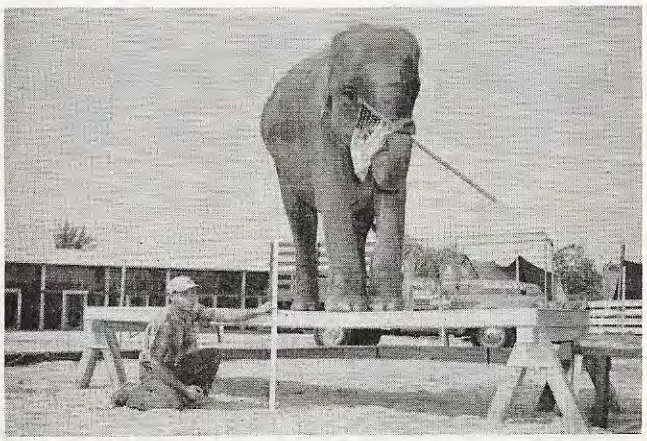
This brightly-plated unit can be quickly installed, with the bolts which go through the transom being equipped with rings on the outside of the boat, providing ideal towing rings for skiers or surfboards. These same rings serve as tie-down units for trailering the craft as well as hoisting rings, according to the producer.

The manufacturer also reveals that still another of its newcomers is a floating tubular ski handle which will be available in various designs and materials.

For More Information Write No. 1189 on "More Data Card"

Floats Of Honeycomb Core Construction Produced By Monostructure, Inc. Of Florida

FLOATS MANUFACTURED by Monostructure, Inc. of Sarasota, Fla. have exceptional strength yet are extremely light in weight. This is because they are manufactured of a honeycomb core construction that is capable of supporting an elephant. This statement is backed up by the accompanying picture to prove the company's claim.

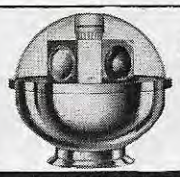


Elephant atop a section of float by Monostructure, Inc. attests to its strength and rigidity.

The height of the docks and floats are variable since the unit is made up of two panels and the side dimensions are custom made to the height desired. Prototypes of these docks with 6″ x 6″ holes in them have been placed in salt water for periods of six months without being affected whatever, the firm reports.

The docks are adaptable to many uses.

For More Information Write No. 1190 on "More Data Card"



Amazing New Revolving **360°** LIGHT SENSATION

NEW TRIPPE MULTICOLOR HI-BALL MARK III

80 BRILLIANT FLASHES A MINUTE—EACH A DIFFERENT COLOR!!

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Hi-Powered attention getter! Its flash can be seen at great distances. Covers 360° like an airplane beacon with a different colored flash each ¾ of a second. Made like a fine watch to run trouble free indefinitely from 40° below zero to hottest days. Long life 60-watt bulb burns over 2500 hours . . . silent! The ultimate in beauty and operation.

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133 N. Jefferson St. Chicago 6, Illinois

NOW, A BRAND NEW IDEA IN FITTING SLIDING DOORS AND WINDOWS

NO RUSTING — NO PAINTING

MIRACLE TRACK

No Shoes or Rollers Needed, Fits ¼" Glass or Plywood

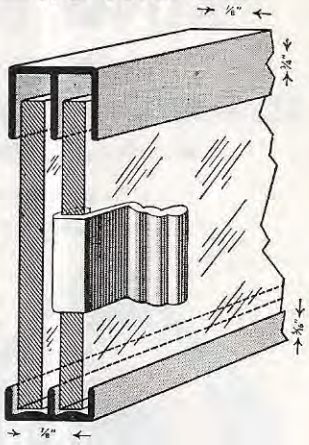
Silent in operation, simple to install. Cut top and bottom track, install with small brads, nails, or screws. Bottom edge of glass must be polished.

NET PRICES—Miracle Track

Top and bottom track complete. Stock length—12 ft. Gray
Case lot, 240 ft. .....30¢ ft.
½ Case, 120 ft. .....35¢ ft.
Less quantities .....40¢ ft.

IMPERIAL PULL HANDLE

Fits ¼" and 7/32" glass. Made of same material as Miracle Track.
1000 ft. .....16¢ ft.
240 ft. .....20¢ ft.
less .....25¢ ft.



ECONOMY SHOE

Use with 7/32" and 1/4" glass. Channels are 1/4" with 3/8" legs tapered to fit glass snugly. Use with standard window-door track. Comes in 6 ft. lengths — Minimum quantity 100 ft. Gray.

Case lot, 1000 ft. .....5¢ ft.
½ Case, 500 ft. .....6¢ ft.
Up to 500 ft. .....7¢ ft.

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MARINE UTILITY

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- Eases shock on mooring lines!
- Reduces strain on cleats and planking!
- Helps prevent snapped mooring lines!

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- *SWELLS*
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Also TIE-DOWN UNITS FOR TRAILERS

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Middletown, Connecticut

More Data Nos., Process 491, Russell 492 and Trippe 493

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Will Take Stencil or Paint

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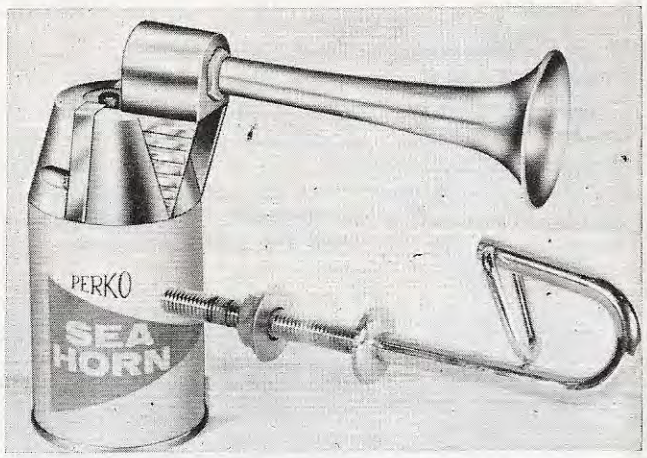
See us at N. Y. Boat Show C-206-207

Perkins' New 200-Page Catalog For 1957 Lists About 1,200 Items, 60 Of Them New

PERKINS MARINE LAMP & Hardware Corp. has just published its 1957 catalog. The 200-page book lists more than 60 new items, bringing its Perko line of marine supplies to about 1,200 different articles.

The Brooklyn, N. Y. firm will exhibit many of these items in their booth at the New York Motor Boat Show. The firm will occupy booth C-198 on the third floor of the New York Coliseum.

Most of the new items are for small boats; they were added to the Perko line to meet a steadily increasing demand for the specific accessories, according to the company.



Here're a couple of new Perko items . . . It's the Freon-operated Sea Horn and the new Ski Tow Hook.

It would really take a couple of hundred pages to review all of the line. But some of the new Perko offerings are worth noting. For instance, Perkins is now marketing a marine horn, called the Sea Horn. The unit is operated by Freon gas in a container attached to the horn and operated by a valve readily accessible to the hand.

The Ski Tow Hook is another new Perko item. The hook is designed for installation in the transom as close to the water line as possible where the forward thrust of the propeller is greatest.

The new Perko folding table is another item designed for boating convenience. The all-aluminum table folds down to a compact unit when not in use but opens to provide a table top surface that is 24″ long and 18″ wide.

For More Information Write No. 1196 on "More Data Card"

HULLS BY

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GOODYEAR AIRCRAFT CORPORATION

M

Miami BOATS

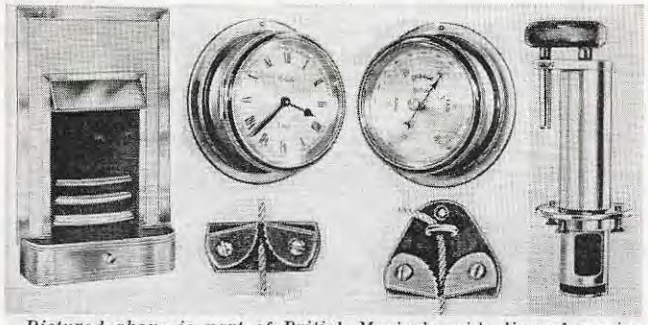
Write for fully illustrated catalog!

Miami Marine Ind.
Div. of Bowman Mfg. Inc.
1824 Woodrow
Little Rock, Ark.

More Data Nos., Baier 494, Revere 495 and Miami Boats 496

British Marine Products Offers Wide Line Of Useful Marine Equipment & Accessories

BRITISH MARINE PRODUCTS, LTD. Port Washington, N. Y. has added a number of new items to its ever growing list of marine equipment and accessories that make practical, attractive additions on all kinds of craft . . . a new Slim Line 3″ clock, for instance, and matching barometer.



Pictured above is part of British Marine's wide line of marine accessories. At left is the Simpson-Lawrence fireplace; next, upper center BMP's Celeste matched clock and barometer; then, lower center, jambing cleats, and at the far right, it's the new automatic bailer.

Available in either chrome or brass, the line features an English seven-jewel, eight-day clock with cast bezel and bevelled glass and an accompanying temperature-compensated precision barometer calibrated in inches and millibars.

Clocks and barometers in 2½″ and 6″ sizes, as well as a 3″ Yachtalarm clock and a 6″ marine bell-striking clock are also available. Literature is available on this line.

Another item—quite apropo this time of year, too—offered by British Marine is its yacht fireplace.

When it's recessed 8″ into the bulkhead, this fireplace measures 14½″ wide and 25″ high. It is tiled in front with stainless steel trim. The fireplace burns coal, coke, briquettes, etc.

TUPHblox and TUPH fittings were introduced last year by the Port Washington firm. Now, for 1957, British Marine has added an automatic bailer and jambing cleat to the TUPHblox line.

The new bailer was specifically designed for safe operation even at low sailing speeds and features a patented valve action operated by a laminated handle atop the fitting.

Other items in this line include fair leads, single and multiple blocks for halliards and sheets and swivel-action jambing cleats as well as worm-type roller reefing gear for mainsails up to 180 sq. ft. area. All metal parts of these fittings are either stainless steel or heavily chromed brass, according to British Marine.

For More Information Write No. 1197 on "More Data Card"

Rolfe Boat Saver Lifts

SAFE · STRONG · ATTRACTIVE Boat Protection

BOAT LIFTS for
• OUTBOARDS
• INBOARDS
• SAILBOATS

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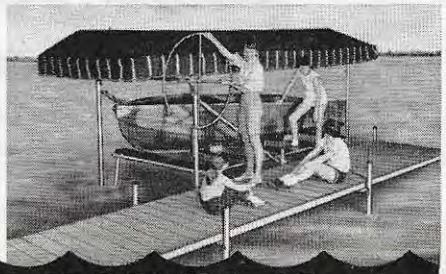

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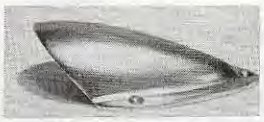
MASON CITY, IOWA
DEALER INQUIRIES INVITED - WRITE DEPT. 11

MODERN FITTINGS FOR TODAY'S BOATS



No. 1174 Ventilator. For outboard boats. Brass metal stamping for better finish and lower cost. Overall width 2½″, opening width 2″, opening height 1¾″.

No. 910 Stern Light. For inboard or outboard boat cabin tops. Chrome plated brass with streamline rake adds to appearance of any boat. Either wet or dry cell power.

No. 955 Combination Running Light. For outboard boats. Top quality Chrome plated brass. Extra narrow with flagpole socket and rebulbing feature.

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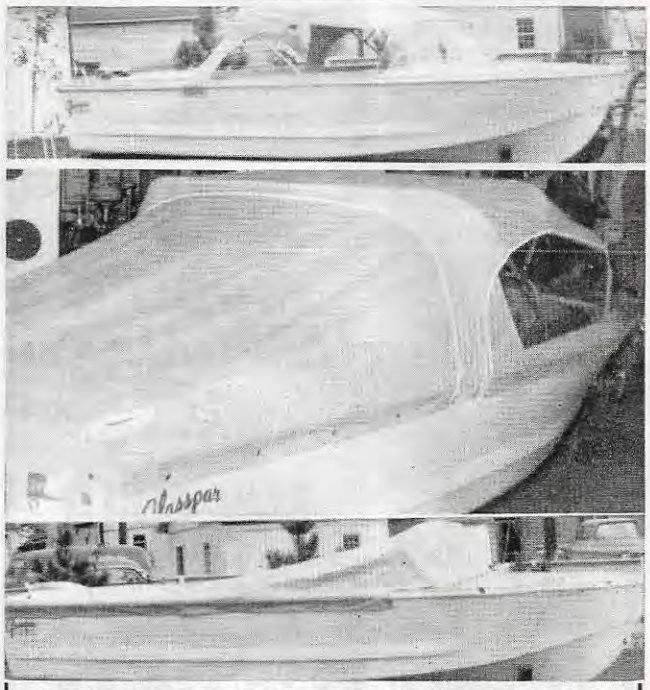

CUSTOM DESIGNED TOPS for GLASSPAR AVALON

SAM HERN
DISTRIBUTORS
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CINCINNATI 12, OHIO

More Data Nos., Kilborn Sauer 497, Sam Hern 498 and Rolfe 499

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N. Y. MOTOR BOAT SHOW
BOOTH C-196

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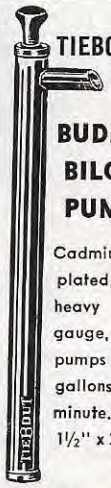
TIEBOUT AIR-SEA RESCUE KITS

Plastic Water Proof Case. Contains 2 Red Distress Night Flares. 1 Orange Distress Day Flare. 1 White Rescue Flare.

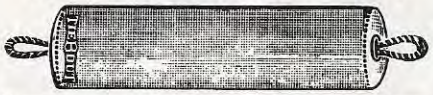
BOS-N KIT — 4 Red Distress Signals.
Note: Kits cannot be shipped by parcel post.

TIEBOUT BUDDY BILGE PUMP



Cadmium plated, heavy gauge, pumps 10 gallons per minute. 1½" x 24".

TIEBOUT RUBBER & CORK FENDERS



Heavy canvas outside, filled with cork and rubber well sewn, has rope loop on each end. Also available with brass grommet in one end.

Write or call WHithall 4-3700

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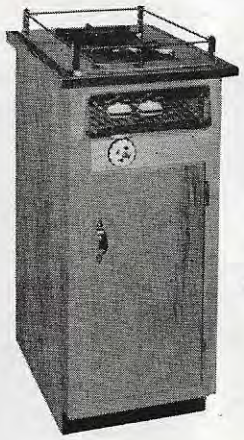

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BOATS *YOU* BUILD

The built-in Suburban Marine (bottled gas) Galley Chef Range is designed to fit any size galley.

See it and the complete line of Suburban Marine Gas Appliances at the National Motor Boat Show — Booth D63 — or write to Dept. BI for brochure.

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Division of Suburban Propane Gas Corporation

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GAS IN EVERY PORT

Ace Boat Tops Feature Vinyl-Coated Tubing In Place Of Former Aluminum Tube Frames

ACE BOAT TOPS of Jacksonville, Fla., has come up with a brand new idea in the manufacture of its boat tops for 1957—the use of vinyl coated tubing to replace aluminum tube frames previously used, according to reports.

Company officials say the new tubing offers a world of advantages to boat owners. It's unusually strong, less affected by weather, and is completely corrosion-proof, they say. This latter feature rates high in the opinion of the firm's officials, who predict that the tubing will be successful in both fresh and salt water areas.

Here's the new Ace top that features vinyl-coated tubing, replacing aluminum tube frames previously used.

Another new feature Ace Boat Tops has incorporated into its '57 tops is chrome-plated hardware, which will be standard on all models. These include the Ace Standard Top, the Ace Sport Top and the Ace Wrap Around Windshields.

Both Ace Sport and Standard Tops are constructed with strong ½" vinyl tubing and are covered in heavy water repellent duck. Each is available in seven colors: yellow, red, blue, green, pearl grey, sandtan or white, or combinations of any two colors. Easy to install, both tops are designed to enhance the appearance of any boat with their spruce lines and jaunty colors, says Ace.

The company's wrap-around windshields are made of heat-formed Plexiglas with Plastichrome trim, deck and moulding. Ace windshields can be simply installed.

For More Information Write No. 1198 on "More Data Card"

Outboard Motor Manufacturer Names Engineer

WILLIAM R. HOLLAND has been appointed field service engineer by the Scott-Atwater Mfg. Co. of Minneapolis, Minn. His territory will include parts of Texas, Louisiana, Mississippi, Alabama, Georgia and Florida. Before joining the Minneapolis firm, Holland was sales manager of Rives Adams Marine Sales Co. in Houston, Texas.

AQUA SPEED

RAWLMARINE

OUTBOARD SPEEDOMETER

- **A "MUST" for every outboard skipper!**
- **No tubes to connect or holes to drill**

$8.00

- **Calibrated in MPH and KNOTS**
- **Accurate and Durable**
- **ON-OFF in a jiffy**

A profitable item for your Gift and Accessory Department.

Packed in its own counter display

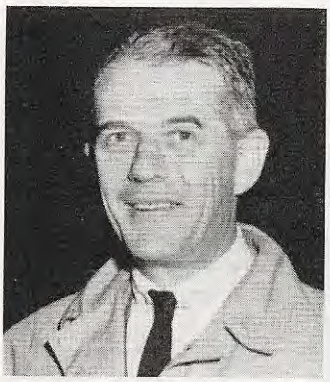
RAWLMARINE

167 Valley St., Providence, R. I.

More Data Nos., Tiebout 500, Suburban Gas 501 and Rawlmarine 502

Masterson Marine Sales Co. Is Formed To Act As Manufacturers Representative

WALTER J. MASTERSON, JR., formerly publisher of Boat & Equipment News has announced the formation of Masterson Marine Sales Company, 939 Madison Avenue, Plainfield, N. J. to act as manufacturers representatives in the coastal states from Maine to Virginia, calling on marine distributors and jobbers.



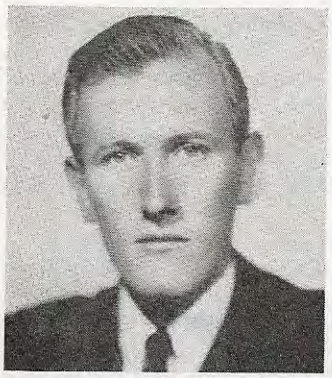
Walter J. Masterson, Jr.

Among the lines represented are American rope, Red Hand bottom and topside paints, Koven fuel and fresh water tanks, Dahmer filters and Captain John's davits.

Masterson has been identified with the boating field since 1930 when he joined Yachting as advertising manager. He recently left the Journal of Commerce, where he headed the Shipping and Marine division.

Yachting Magazine Now Has A new Advertising Manager

YACHTING PUBLISHING CORP. announces the appointment of Robert N. Bavier, Jr. as advertising manager of the magazine Yachting.



Robert N. Bavier, Jr.

"Bob" Bavier has been associated with Yachting ever since he graduated from Williams College in 1940, interrupted only by active sea duty as a naval officer in World War II. He was associate editor from 1946 through 1949; since then has been a member of the magazine's advertising staff.

He will be assisted by Wait Jackson and Larry Nelson.

Yachting's January, 1957 "Show Number," the publication's 50th Anniversary issue, will set a new record in advertising revenue. This issue will also have the greatest number of pages and will have the largest print order in the magazine's fifty years of continuous publication.

STEEL BOAT BUILDERS & BOAT YARDS.
For beautifully smoothed steel hulls or quick permanent repairs use Sheboygan Vinyl Hull Cements, standard products for the steel yacht builder. Write for details and sample offer.
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CASH IN ON THIS NEW EXTRA PROFIT ITEM

Deluxe Olympic Swivel Seat

with Arm Rests

The newest addition to the distinguished Scott line of seven swivel and seven stadium models. Every boat owner and fisherman wants one. An ideal Christmas promotion. Watch for the Helmsman Seat and Deck Chair, available soon. Only Scott Seats have been awarded the Green Dolphin and Gold Medal Awards, proof of their outstanding superiority.

Write today for descriptive literature and prices on the complete line.

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NO PUSHING

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NO UNHITCHING • NO LIFTING
A CHILD CAN USE IT!

Just Raise Bed and Let Her Roll!

See Tilt Bed—*The Best*—at the Chicago Show

10 MODELS — 400 TO 2,200 LBS.

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DEALERSHIPS AVAILABLE

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VARIETY OF SIZES

FROM STOCK!

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UNBEATABLE VALUE!

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Stock lengths: 6 ft. Can be furnished in quantity in any width, length, or gauge for special purposes. Prices upon application.

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Surface Coatings Engineers Is Purchased By Better Finishes And Coatings Of Newark

SURFACE COATINGS ENGINEERS, INC. of Kalamazoo, Mich. has been purchased by a Newark, N. J. firm. With the acquisition of the Michigan firm, Better Finishes & Coatings, Inc. marks its entry into the boating field.

M. C. Bryant, president of Better Finishes and Coatings, announced the purchase of the Kalamazoo firm, producer of Vinylon liquid plastic coatings. Officers and plant equipment are being moved to Newark, where Better Finishes and Coatings has been located for many years.

J. R. Billingham

Better Finishes manufactures vinyl coatings, plastisols and maintenance finishes as well as producing chromic acid.

Surface Coating Engineers, Inc. will be operated as the marine sales division of Better Finishes and will be headed by J. R. Billingham, previous owner of the firm. According to Billingham, Vinylon was offered to the pleasure boat field in 1952 only after thorough testing to determine the market potential for the elastic, leakproofing, long lasting finish.

This year an entirely new Vinylon formulation is offered which Billingham says retains qualities of elasticity, provides a tougher finish and longer life and may be applied over new or old, painted or unpainted surfaces without the use of primers or special compounds. Vinylon is offered in 12 colors, clear and anti-fouling.

With the consolidation of the two firms, Kenneth A. Proctor, sales manager of Better Finishes, and Billingham will work closely together to establish a new distributor-dealer organization throughout the country while strengthening the existing network of wholesale and retail outlets. Representatives cover many areas and more will be added according to Bryant. Dealer, distributor, and consumer inquiries are cordially invited at the new Newark headquarters.

Export facilities for Surface Coating Engineers Division will continue to be maintained at the H. M. Robins Company of Detroit, Mich.

NEW

CHILLED PAINT. Developed from same materials and same processes as our very successful Chilled Varnish. Not flatting. No strike through. No lace curtains. No yellowing. A really superb product at a nearly competitive price.

BRUSHING 3-TON. Derived from our successful 3-Ton Adhesive. No mixing. Can be brushed or sprayed. A completely impervious, extremely tough, water proof coating. Tops on wood. A necessity on steel or aluminum.

SQUEEZING 3-TON. A development of Brushing 3-Ton, especially for permanent filling of seams, checks and cracks. Applied from a squeeze bottle. Quick. Easy. Effective.

And, the old standbys — **CHILLED VARNISH, "CELASTIC"*, 3-TON ADHESIVE and DUMBBELL PUDDENING.**

Your "Boating Industry" postcard will bring dealer information sheets on all products.

See us at the New York Show — Space C-58 (facing the "heads" on the third floor. Tell any attendant you are a dealer and you will get right-of-way at our booth.

*Reg. U.S. Pat. Off. by The Celastic Corporation

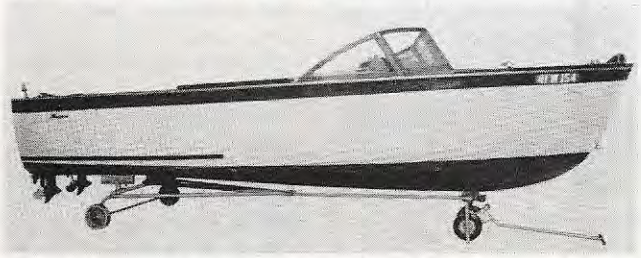
H. A. CALAHAN, INC.

859 Mamaroneck Avenue • Mamaroneck, New York
Telephone: Mamaroneck 9-2082

More Data Nos., Parker 506, Baltimore Canvas 507 and Calahan 508

Towers Corporation's Marine Division Offers Its Mobile Stand For Outboards

A MOBILE STAND for displaying outboard craft in dealer showrooms is available from the marine division of the Towers Corp. of Cleveland, Ohio. The stand, model 10-8-1, is suitable for outboards weighing up to 1,200 pounds, including motors.



This is Towers mobile stand, Model No. 10-18-1 with an 18-footer and twin 30 hp motors. It's built for dealer display purposes.

This unit is equipped with two 10 x 250 heavy duty molded-on rubber tires. It is constructed of combinations of round and square high tensile steel tubing. Its telescoping design permits the handling of from 10′ to 18′ outboards.

The unit is also equipped with center grip self-locking nuts for added strength. It was designed with the cooperation of various hull manufacturers and on their recommendations. Factory approval has been given the mobile stand by Lyman, Chris-Craft, Wagemaker and Century, according to Towers.

For More Information Write No. 1199 on "More Data Card"

A. I. D. Ltd.

Designed to satisfy a specific demand from dealers in the United States and Canada, four new standard models have been absorbed into the 1957 Weymouth and Shelborne lines by A. I. D. Limited of Halifax, N. S.

One of the most famous craft in the line is the tried-and-true Model #222 cabin cruiser, an 18′ 6″ entry which is improved for the new year by the original designer, Richard C. Cole.

This 1957 version of A. I. D.'s cabin cruiser incorporates many design and construction changes.

The newest vessels in the Canadian concern's fleet are the Model #1-222 open 18′ 6″ utility boat and the Model #198 "Lounger" cruiser, both finished from the same basic hull as the 222; the Model 1-198 open utility, whose basic hull is basically identical to that of the 195 "Lounger" cruiser, and the 16′ 5″ Model 197 open clinker-style all-purpose boat.

Retaining the same berth arrangement as the 222 but eliminating both the built-in head and galley space, the 198 "Lounger" cruiser is 16′ 3″ overall and has an 82″ beam.

Faster than some clinker boats with a planing front and slightly-rounded hull at the stern, the Model 197 also lists an 82″ beam; planked with ⅜″ five-ply African mahogany plywood and fastened with brass rivets, it is regarded as an extra-sturdy boat.

For More Information Write No. 1200 on "More Data Card"

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FOAM PLASTIC
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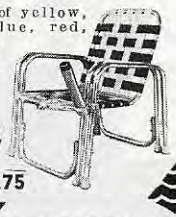
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MISC: Telescope marine chairs, Scott boat seats, gimbels, rod & glass holders.

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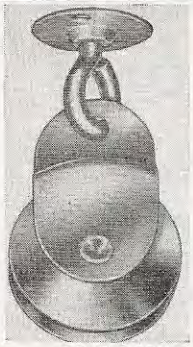
PRODUCTS, COMPANY
P. O. Box 716, Long Beach, L. I., N. Y.

More Data Nos., Botved 509, Future 510, Florida Plastics 511 and Sea-Lawn 512



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See THE DAZZLING NEW DOLPHIN DECK MOUNTED SPEEDOMETER

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page 153

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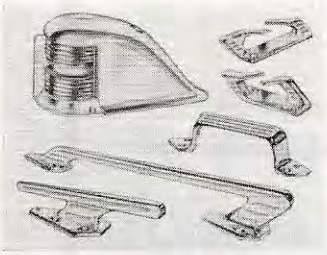
NEW YORK Booth D 111 - 112
CHICAGO Booth 784 and 785
SAN FRANCISCO Booth 95
AIRGUIDE INSTRUMENT COMPANY, CHICAGO 47, ILL.

Kainer & Co. "Showcases" Its New Accessories For The New Year

KAINER & CO., Chicago, Ill. manufacturer of marine hardware fittings and accessories, now introduces the new Seagull steerer. It's available with a 35° column and 20°, as well as the vertical type. The new item is also available in a choice of seven colors.



Here's Kainer & Co's line-up of new deck hardware . . .

Another new product that Kainer & Co. is showing for the season ahead is a set of Zamar deck hardware bow chocks, bow and stern cleats and the other hardware that is necessary to the properly fitted craft. Advanced, streamlined styling is featured in the new die-cast, chrome-plated hardware. Its gleaming finish, says Kainer & Co., contributes both beauty and long-wearing qualities to this newest in its line of deck hardware.

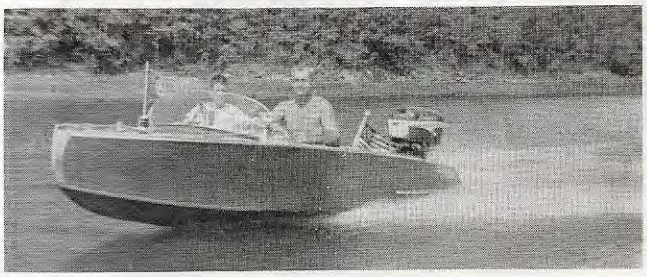
For More Information Write No. 1201 on "More Data Card"

Speedliner Adds Two New Models To Its 1957 Line Of Boats

SPEEDLINER'S 26-boat line for 1957 is scheduled to be supplemented this month or next by the addition of two fiberglass craft, it has been announced by the General Marine Co. of St. Joseph, Mo.

The company's output for the new year includes outboard runabout and fishing boats, some with adaptability to inboard power; six kit boat models in 9′, 12′, and 14′ lengths; eight stock racers in lengths of 9′, 10′, 10′6″, 11′, 13′, and 14′; water skis in finished or kit form; fiberglass cloth and Speedliner resin, and Philippine mahogany marine ribbon stripe plywood, available in carload lots or in sheets ⅛″ to 1½″ thick and 4′ by 8′ or longer.

Smoother rides and top turning are promised owners of the standard Speedliner models, all but three of which are made to seat five persons. The exceptions are the 15′8″ Tropicana and its open and inboard variations, which are said to accommodate six.



The M-414 Contessa by Speedliner is a sharp little runabout offering superb craftsmanship and styling.

Furnished with transom and frames completely assembled and all other parts cut to size, the kit boat sextet consists of three Deluxes, all of which feature center decks; a 12′ three-seated KB-12 skiff with 52″ beam, and 12′ and 14′ Standards.

During the past eight years, says General Marine, Speedliner stock outboard and inboard racers have sped to 47 championships and records, including such well-known events during 1956 as the Winnebagoland Marathon at Neenah-Menasha, Wis., and the APBA National Races.

For More Information Write No. 1202 on "More Data Card"

More Data Nos., River Queen 513, Moline 514, U. S. Air Tool 515, Airguide 71

The Trade Tool And Engineering Co., Inc. Offers Trailers Featuring Safety And Design

ENGINEERED FOR SAFETY, durability and outstanding design features, the easy handling and attractive Trade Wind trailer is being manufactured by the Trade Tool and Engineering Co., Inc. of Orlando, Fla.

These trailers incorporate many universal features which help to simplify their adaptation to practically every small boat including outboard cruisers and runabouts having standard hull designs within the 12′ to 16½′ range.

The Model 156 is designed for the heavier and larger cruisers and outboard runabouts and has a capacity of 1000 lbs. (this can be increased by 250 lbs. by use of larger tires). Model 124 has a capacity of 850 lbs. Both trailers can handle craft with motors on the transom.

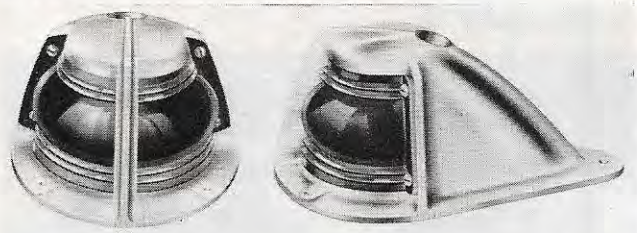
Trade Wind trailers are engineered, states the Florida manufacturer, "for those who demand protection for their craft as well as appearance." The adjustability of every supporting point makes possible the proper placement of all standard hull designs for maximum safety and protection while in transit, according to the maker.

For More Information Write No. 1203 on "More Data Card"

Seiss Offers Numerous Articles Whose Aim Is "Make Boating Safer"

CONSTRUCTED OF BRASS with a high luster chrome finish, stern lights in five lengths and adaptable to any class boat comprise a portion of the Pennant line of boat safety items as introduced for 1957 by the Seiss Manufacturing Co. of Toledo, O.

Furnished with six- or 12-volt bulb with two stainless steel flag tie clips, the stern light is Series No. 551 in the Seiss catalogue and its lengths are 6″, 12″, 18″, 24″, and 27″.



All hardware and accessories by Seiss Mfg. Co. are of highest quality and craftsmanship.

Reaching 2′ in height, the 225 stern light gives above-average visibility, the manufacturer reports, and is easily removable for locker storage and is rustproof. The 213 chrome aluminite post and round base are sold in conjunction with it.

Some more Seiss Pennant listings are the No. 305 clearance light; 75 battery case and clip brackets; No. 425 red and green running light; No. 210 cabin utility light, 4½″ long and 1½″ in diameter, which is complete with the No. 10 brass spring clamp bracket of bright chrome plate; No. 329 boat trailer stop and tail light with clamp bracket; 429 searchlight; 214 bow flag post 19″ high with a post ¾″ in diameter and base 3″ in diameter; Nos. 319 and 325 boat trailer and utility taillights, and a pair of flags—the 12″ by 18″ red, white, and blue ensign and the 10″ by 15″ triangle-shaped blue pennant.

For More Information Write No. 1204 on "More Data Card"

D. A. COMSTOCK & COMPANY, INC.

SOUTH NORWALK, CONNECTICUT

MANUFACTURERS REPRESENTATIVES

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Representing leading suppliers of top grade

MARINE PRODUCTS

Now also in Stainless Steel

Monocoil Casing

- High quality – low price – prompt delivery.
- Available in mill lengths or in tagged coils.
- All standard types – brass, bronze, galvanized steel.
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Want To Cash In On Fiber Glass Sales This Season?

Get The New Neehi FIBER GLASS BOAT RESIN MERCHANDISER PACKAGE For Proof Of Profit!

A COMPLETE FIBER GLASS "DEPARTMENT" IN A BOX. This lively new introductory merchandiser contains enough Neehi materials (Glass cloth and Resins with hardeners, colors, cleaner) to prove to you that Neehi moves fast and profitably. Packed in handy counter display carton with plenty of colorful selling aids. Only one per dealer!

ORDER NOW FOR DELIVERY AS LATE AS MARCH 15 or Write for detailed catalog sheet and standard Neehi Price List

Visit us at the National Motor Boat Show— January 19-27 BOOTH D-82 FOURTH FLOOR

IT'S A Dealer's Deal!

Costs you only $74.75

Retails for $130.65

Brings you a quick profit of $55.90

A DEALER'S DELIGHT!

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ANOTHER NOVA SCOTIA BOAT

Built by J. ETHERINGTON BROS.

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Model 192

For Those Who Like "Clinker" Construction, This Boat Will Please — Planked with ⅜ - 5 ply African Mahogany Plywood Planks.

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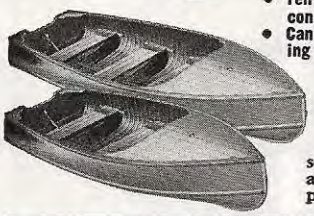
More Data Nos., D. A. Comstock 516, Kupfrian 517, Neehi 518 and A. I. D. Ltd. 519

Angler Boats



- Ten Models in modern double planked cedar construction.
- Cannot leak a single drop through any planking seam or hull joint for the life of the boat.
- Completely satisfactory under any conditions in any climate in America.

If you are located in any area west of Central Ohio, Virginia, West Virginia and North Carolina, or south of South Carolina, write for literature and the most inviting dealership proposal ever made!

ANGLER BOAT CO., INC., PENN YAN, N. Y.

NYLON COVERED TILLER ROPE

Extra Quality NYLON firmly bonded to High Strength AIRCRAFT CABLE Outlasts by far other types of plastic coatings.

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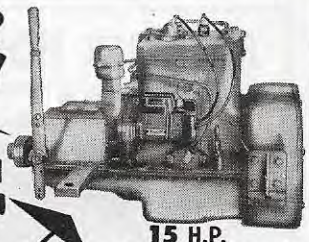
Outstanding in POWER and PERFORMANCE!

the MICHIGAN LIGHT • COMPACT • MODERN "Senior Twin"



15 H.P.
2 Cylinder 4 Cycle

★ DEALERS everywhere are building profits and good will by featuring this ideal plant for small pleasure and commercial craft. It's smooth and cool running, dependable and economical, quality built for years of faithful service, suitable for fresh or salt water use — and reasonably priced to fit today's pocketbooks! CASH IN now on this and other fast selling MICHIGAN models. Sell MICHIGAN . . . and you sell satisfaction!

FOR LITERATURE WRITE

MICHIGAN MARINE MOTOR CO.

COLDWATER, DEPT. N, MICHIGAN

Former Yachting Magazine Executive Forms A Marine Marketing Management Business

CARL KAPPES, vice president and advertising manager of Yachting Magazine, today announced his resignation from that publication to open his own business. He has formed a marine marketing management company, Carl Kappes International Marine Sales, at 420 Lexington Ave., New York City. The new organization will specialize in marine sales problems and promotion, sales analysis, product design and testing, consumer reaction reports, package design and marina planning. The firm will also serve as consultant on advertising, creation of sales promotional material, public relations and publicity of nautical products based on Kappes' quarter of a century of experience in market research, sales structure planning and merchandising in the marine field.

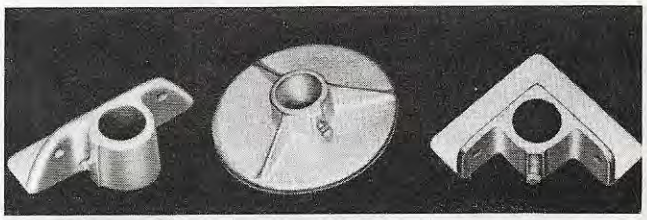
New Dunphy Vice President Announces Dunbar Kapple's Increased Activities

ARMAND HAUSER IS NEW vice president in charge of sales and advertising for the Dunphy Boat Corp. of Oshkosh, Wis. He will act in a similar capacity for the firm's Speedway trailer division. With the appointment of C. J. "Ike" Bloom to sales manager of the corporation, the firm anticipates accelerated activities during the year ahead.

Dunphy officials also announced that Dunbar Kapple, Inc. of Geneva, Ill. has discontinued its sale and production of Trailcar boat trailers in order to use its full facilities for production of Speedway trailers. The two firms cooperated in the design and engineering of this line.

Mar-King's Line Of Dock Brackets Expanded By Minneapolis Concern

DOCK BRACKETS necessary for the assembly of dock ladders and floating docks have been added to the list of products manufactured by Mar-King Industries of Minneapolis, Minn.



Mar-King's dock brackets are designed for many specific purposes in assembling floating docks and dock ladders.

Used in the erection or dismantling of a dock, the steel brackets are reputedly instrumental in halving the time for the operations . . . and the entire dock can allegedly be completed without the doer's having to enter the water at any time.

By clamping two Mar-King brackets on the ends of oil drums which are held in place by a steel rod, one begins the process of constructing a floating dock. Then, when the drums are floated into position with the aid of a boat, planks are laid over the drums between the brackets and are secured by nails or screws.

Assembly of dock ladders is started by slipping pipes through Mar-King's rung brackets; the ladders are then fastened to dock decks by additional brackets, and stabilizing flanges prevent them from sinking into soft lake bottoms. Finally, the pipes are topped with ornamental caps fashioned by Mar-King Industries.

For More Information Write No. 1205 on "More Data Card"

More Data Nos., Angler 520, Hackensack 521, Foster 522 and Michigan Motor 523

SELL EXTRAS TOO!!

(Continued from page 67)

"Compare this deal to the last one. Sure I paid for this equipment but it is all essential and the interest that dealer took and the good service he gave me was most welcome."

Since that time Dick's enthusiasm for that dealer's way of doing business has sent three friends to him to buy boats.

The first dealer Dick did business with is busted and out of business. The second is growing and expanding each year.

Just figure up your profit on the list of extras Dick bought. A nice sale just in extras and selling them made a well satisfied customer. Don't be afraid or fail to take time to sell the extra equipment. If you don't sell it all at the time the boat is sold, you do plant the idea of other items the customer will need and when you do that you are pretty sure he will come back and buy from you.

Remember, selling equipment keeps the customers coming back to you!

Dallas Will Have Two Firsts When The First Annual Boat Show Enters The New Auditorium

DALLAS, TEXAS will be the site of two new and exciting "firsts" in this year — 1957.

The first annual Southwest Boat Show will be the first public showing in the new $8,000,000 Dallas Municipal Auditorium — February 26, 27, 28 and March 1, 2, 3, 1957. The Southwest Boat Show is being sponsored by the North Texas Marine Trade Association and the Dallas Times Herald.

The growth of boating in the Southwest is quite in keeping with the national growth statistics say show officials. The figures they quote are slightly staggering too. For example, in 1955 more than 5½ million pleasure craft of all types and sizes . . . from small 6′ to 70′ cruisers . . . were operated on Coastal and Inland waters throughout the U. S. A total of 25 million persons were active in the operation of recreational boats in 1956. This figure represents about 15% of the total population of the country and an estimated dollar volume spent at the retail level, of $1,100,000,000, according to reports.

These figures indicate a 10% overall increase in boating interests for the year 1955, according to trade spokesmen who expect that the two-year period — 1956-1957 — will show an even greater increase. In the face of these indications, the Southwest Boat Show was planned and prepared, in order that the boating enthusiasts of the general public would have a first hand opportunity to see the latest of the Boating Industry advances.

Representatives of every phase of the industry will be displaying their merchandise before the public — for the very first time in the new "Showroom of the Southwest" — the $8,000,000 Dallas Municipal Auditorium. The unique circular shape of the new building gives every exhibitor the advantage of a choice position in the show. There will be no hidden corners or behind the partition spaces at this show. The viewing public will be exposed equally to all exhibitors.

Incidentally, the United States Navy will display the very latest "Surface Craft" innovations, in various stages of development, at the Southwest Boat Show.

Public Relations covering a five State area will be conducted by Hal Perkinson & Associates of Dallas. Hal Perkinson & Associates are National Affiliates of the Ruder & Finn Field Publicity Network, which is headquartered in New York City.

SELL THE BEST SELLER!

FULLY AUTOMATIC "CONSTAVOLT" MARINE CONVERTER

"The finest made for the finest afloat"

FOR 10-15-20-30-40-50 Amp. D.C. Loads

FOR 6-12-24-30-32 and 115 Volt D.C. Systems 70 UNITS

Power Output **AUTOMATICALLY** Regulated by Load

Prices F.O.B. Your Address U.S.A. IMMEDIATE Shipment From Factory stock.

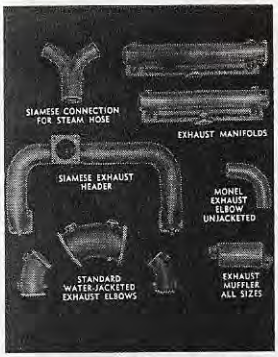
FOR MORE DATA SEE YOUR BOATYARD or Write Us

Marine Sales, LA MARCHE MFG. CO., WAKEFIELD 5, R. I.

MARINE MANIFOLD CORPORATION

Owned and operated by former employees of Joseph Van Blerck and Son.

Over 25 years experience in the design and manufacture of highest quality marine exhaust systems, water jacketed exhaust manifolds, elbows, mufflers and siamese exhaust headers for V-8 engines. All from heavy gauge long life copper sheet.



Write today for further information, state make and H.P. of engine.

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End All Your Zipper Problems

- **Heavy duty zippers — extra wide**
- **Designed for marine upholstery**
- **Unconditionally guaranteed**
- **Continuous rolls, finished zippers, separating zippers and parts**
- **Available in all colors**
- **Immediate delivery**

LEE FASTENER CORP.

10 Jones Street • New York City

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DUNDEE BOATS

"For Better Boating"

Most preferred outboards for 1957, proven top performers in 13', 15', 16', and 17' models. In laminated plywood hulls, mahogany planked or plywood decks, in combination "Coloramic" designs.

Selling to Dealers & Distributors ONLY.

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72 Bigelow Ave. • Dundee, New York

More Data Nos., La Marche 524, Marine Manifold 525, Lee 526 and Dundee 527

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"SHOW STOPPER"
"STYLE LEADER"
(Boston Sunday Globe)

- Top Yacht Quality Lap-Strake
- 20 Footers—Open • Hardtop
- Outboard • Inboard.
- Maine Built — Miami Styled

Penobscot Boat Works, Inc.
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DEALERS
See us at Booth A-50
New York Motorboat Show
or write
Realistic Franchises Open.

IT WON'T BE LONG NOW!
Shortly after you read this we will have available the new
CHALLENGER UNI-DRIVE
The first successful, quiet, true inboard-outboard gear and steering drive equipment.

1. Replaces the large outboard motor.
2. Installs in minutes, three thumb screws.
3. Double propeller and drive protection.
4. Powered by the famous Austin and M.G.A. four-cycle engines.
5. Up to two-year warranty on drive equipment.
6. No holes in bottom of boat.

Dealers and distributors wanted world-wide.
CHALLENGER MARINE MOTORS LIMITED
Honey Harbour, Ontario, Canada

#301 #300 **TILLER ROPE GUIDES**

molded from DU PONT NYLON
25¢ each
NON CORROSIVE, LOWEST FRICTION
unaffected by salt water, strong, lightweight.
DISTRIBUTORS AND DEALERS: . . . . . WRITE FOR SAMPLES, LITERATURE and ATTRACTIVE DISCOUNTS
HARDWARE DESIGNERS, INC. 1052 E. ELIZABETH AVE., LINDEN, N. J.

J. B. BRASS CAN SOLVE YOUR MARINE HARDWARE PROBLEMS!

SPECIFICATION HARDWARE	HIGHEST DISCOUNTS
ALL NON-FERROUS METALS	TOP QUALITY
EFFICIENT SERVICE	PROMPT DELIVERY
EXTENSIVE MARINE LINE	LOWEST PRICES

Write for fully illustrated catalog #156
J. B. BRASS FOUNDRY CORP.
1612 DECATUR STREET • BROOKLYN 27, N. Y.

Sudbury Laboratory In Sudbury, Mass. Adds New Product To Already Complete Line

PROBABLY THE BIGGEST NEWS for 1957 from the Sudbury Laboratory in Sudbury, Mass. is its new 365 bottom paint. According to the manufacturer, this is the only bottom paint with a written guarantee against marine growth for a full year, or 365 days from which it has gotten its name.

This new paint is the result of many years of scientific research and development. Tests were made in heavily-infested southern waters where bottoms of craft had to be scraped and painted as many as four times a year. Sudbury reports that samples painted with its 365 were examined every six months with the result that it proved 100% effective at the end of one year and still 89% effective at the end of 18 months. So effective did it prove that the firm will replace the paint absolutely free of charge if it does not stop all marine growth for one full year.

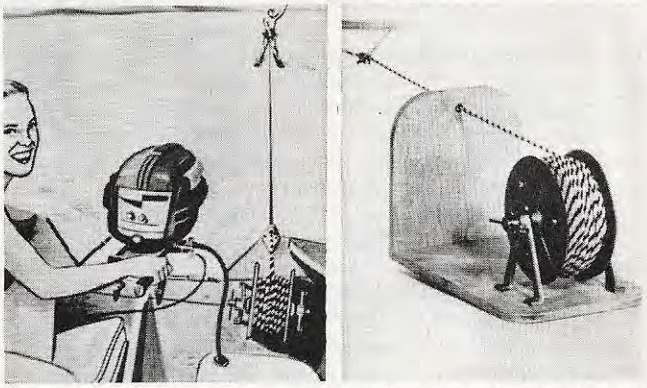
Sudbury continues to offer its free self-service display stand to dealers with their orders of the firm's complete line of boating maintenance supplies. This colorful stand requires only four square feet of floor space. It is made of durable steel with enameled display panels and can make the dealer several hundreds of dollars in profit during the coming year, reveals the company.

The complete line of marine specialties, etc. is backed up by a heavy advertising schedule to aid the dealer, says Sudbury, and which helps to keep the lines moving throughout the year. Banners, Streamers, counter cards and other display aids are also provided to stimulate extra sales, relates the firm. The manufacturer will be glad to provide full information regarding its products.

For More Information Write No. 1210 on "More Data Card"

New Ski Tow Rope Reel Is Introduced By A San Angelo, Texas Manufacturer

A NEW SKI ROPE REEL which automatically retrieves a released tow rope is being introduced at the Chicago Boat Show in February by the San Angelo Die Casting & Mfg. Co. of San Angelo, Texas.



Picture at left shows ski rope reel in operation, stressing the ease with which it works, while at the right, the photo shows a close-up of the reel itself.

As the boat pulls away from the skier in the water, says the firm, the reel is spring wound. When the rope is fully extended, a stop meets the transom mounted eyelet bracket, putting all pull on the boat transom. When the skier releases the tow rope, it will remain extended until the boat speed is reduced. Then, the spring tension of the ski reel automatically reels in the tow rope, thus eliminating the necessity of hand retrieving. Also, the steady pressure on the rope keeps it on water surface and prevents propeller contact. Tangled ski rope is a thing of the past, says the manufacturer.

For More Information Write No. 1211 on "More Data Card"

More Data Nos., Penobscot 528, Challenger 529, Hardware Designers 530 and J. B. Brass 531

AM. BT. & YACHT COUNCIL

(Continued from page 428)

MAJOR REASONS FOR THE PROPOSALS

The committee's approach to writing standards for lightning protection was based on the fact that there is almost an infinite number of combinations of different boats and lightning conditions. For this reason, the standards must of necessity be rather general. In line with this thinking, general principles are stated in Paragraph 2, so that a designer faced with a new problem will be able to go back to fundamentals in seeking a solution.

Paragraph 3 refers more specifically to the details which must be considered in the design or installation of a lightning protective system. Paragraphs 4, 5 and 6 attempt to point out some of the slight differences for the major types of boats considered in this standard.

It was felt that it would be impractical to attempt to specify in detail the type of protection needed for large yachts, especially power boats, and so reference was made to the United States Department of Commerce Handbook #46 "Code for Protection Against Lightning". This is a very general standard and gives sufficient information for the average naval architect or builder to properly protect a large craft.

A considerable usage was made of the above mentioned handbook and also to NFPA #302 "Fire Protection Standards for Motor Craft".

Certain exceptions have been taken to past practice. For example, in Paragraphs 2b and 3b(1) and c(1), a #8 A.W.G. copper conductor was specified. This departs from prior specifications where a #4 or #6 conductor has been specified. This exception was taken on the basis of experimental evidence where it has been shown that the largest conductor ever melted by a lightning stroke was a #8. The probability of such a stroke is extremely rare as has been shown by other experimental evidence. At the same time, the limitations on small boats by insisting on conductors larger than #8 are apt to be severe and so the committee felt that this departure is justified. It will be noted that the specification is "at least #8" in Paragraph 3 and it is felt that on the larger boats heavier wire will be used as the wording of the specification indicates the desirability of this.

Another departure taken from prior specifications is the use of a grounding area of not less than one square foot—Paragraph 3e for the protection of ships. Handbook #42 recommends 36 square feet but experimental evidence does not back up the necessity for such a large area. Obviously, a 36 square foot ground plate is quite impractical on a small craft.

In approaching the lightning protection problem, it was assumed that the basic end was the protection of personnel and the maintenance of the integrity of the boat. It is assumed that under certain conditions radio transmitters might be damaged as is shown in Paragraph 3b (3). Here it is expected that the loading coil on a radio antenna may well be blown up or melted by a lightning discharge but that a protective cone will be formed immediately below the antenna.

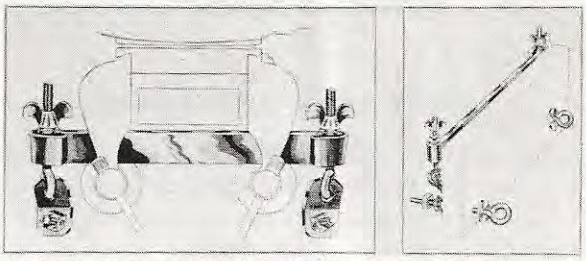
A somewhat different approach has been taken in Paragraph 4b where a specification for the protection of a small sailboat shows a case where personal safety is not considered. The purpose in this was to allow the fair-weather sailor some method for protecting his boat while at her mooring.

WANTED

SALES REPRESENTATIVES AND DEALERS: To sell two types of Boat Covering Kits attractively color-packaged complete with everything (including tools) for 3 size boats. One—VINYL and Fiberglas which provides tough FLEXIBLE covering. Two—EPOXY and Fiberglas for hard, shockproof coating. These are the only kits of the kind on market. NOT POLYESTER. Indefinite shelflife. Also complete line plastics for boats and ships, including Vinyl Anti-fouling (meets Gov't Specs); Non-Skid glass and vinyl decking in colors; fast working paint removers; Vinyl and Epoxy (Solvent and non-solvent types); general coatings, clear and colors; Liquid Neoprenes, etc. Write for details. PROTECTIVE COATINGS, INC., P. O. Box 2578, Tampa, Florida. Pioneers in Plastic Protective Coatings.

SAFETY BAR with Ski Tow Rings FOR Outboard Motors

(PATENT APPLIED FOR)



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Dealer Inquiries Invited. Some distributor territories still open.

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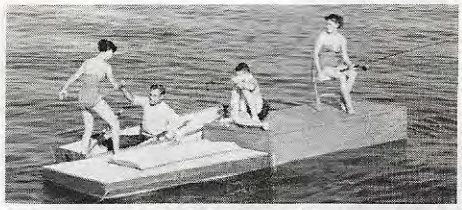

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to get acquainted with the NAYCO LINE of marine accessories: flagstaffs, boat hook poles, boat hooks, ladders, towlines, ski boards, ski discs, gaffs, and helm seats. You'll meet a top quality line made of fine mahogany and hardwoods with brass fittings and backed by our 52 year old reputation as woodworkers.

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See THE DAZZLING NEW **DOLPHIN** DECK MOUNTED SPEEDOMETER

. . . AND THE MANY OTHER SMART *Airguide* MARINE INSTRUMENTS

page 153

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BOAT SHOWS

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Dealers and owners of 25-30-35 H.P. Evinrudes and Johnsons, and 30-33-40 H.P. Scott-Atwaters: "OJ" propellers are available for the new "36" racing class, family runabouts being used for racing, water skiing and carrying heavier loads — two and three blade propellers.

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KEllogg 3-4110

Hilltop Trailer Re-designs Its 1957 Models To Incorporate New Features And Appearance

HILLTOP TRAILERS FOR 1957 will feature two new models which have been added to its line of sturdy, easy riding trailers, reveals the Hilltop Trailer Co. of Delta, Ohio.

A feature of the Model 1416 Deluxe is a tilt frame with seven keel rollers to help make loading and launching a breeze for any member of the family, says Hilltop. This trailer is equipped with 450 x 12″ demountable wheels, sturdy fenders, adjustable bow stop and winch stand. The keel rollers are adjustable either up or down to fit the keel of any boat.

New appearance of Hilltop trailer line for 1957 incorporates many new features.

The Model 1216 (shown in the picture) has been redesigned to incorporate a new tilt frame. It has a demountable tongue for easy shipping, states the manufacturer. The wheel suspension has also been re-designed on this model, as it has on all other models in the line. This places the spring arm and springing action to the rear so that the wheel is moved back and away from the shock instead of up and down.

The manufacturer is building an addition to its plant to better facilitate delivery of these Hilltop trailers during 1957.

For More Information Write No. 1212 on "More Data Card"

Show Spaces Announced For Ray-Line Exhibits

THE 1957 OUTPUT of Ray-Line marine searchlights, horns, and sirens will be on display in spaces C136 and C137 on the third floor at the New York Boat Show and in space 819 at the Chicago Boat Show in February.

Announcement of the show locations has been made by the Portable Light Co., Inc., of New York City, maker of the entire line of "Half-Mile-Ray" and "One-Mile-Ray" marine searchlights ranging in diameter from 5″ to 20″ and in application to all kinds of craft all the way from canoes to large ships.

In the searchlight category, four are especially mentioned by the 25-year-old concern: a pair of overdeck remote control lights designed particularly for small flying bridge cruisers; a new windshield mounting searchlight for runabouts, and a revolving beacon for piers.

Also on view at the show booths will be the Ray-Line manually operated air horns and electric sirens.

For More Information Write No. 1213 on "More Data Card"

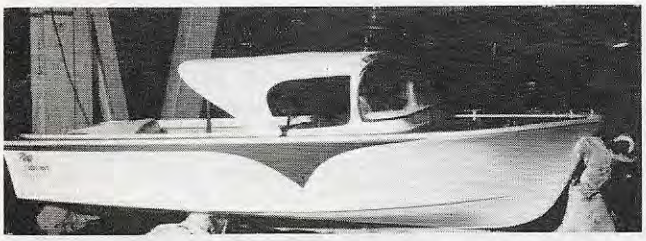
More Data Nos., Trailorboat 536, Nayco 537, Airguide 71 and Johnson 538

Oasis Craft

Moulded of seamless fiberglass from a design by Naval Architect Edwin Monk of Seattle, the beautifully-flared Sirocco 16 Oasis Craft is the sole entry on the marine market for 1957 by Desert Marine, Inc., of Boise, Idaho.

Rather than branching into other models, President G. W. (Bob) Johnson and his associates decided to concentrate on improvements for the 16 so that production can be maintained at a high level and orders can be filled promptly.

Among innovations for the new year are a molded fiberglass frame for the wrap-around windshield and "unlimited" two-tone color combinations; attractive upholstery and a convertible top are extras.



The molded fiberglass windshield frame for the 16′ fiberglass Oasis Craft is of wrap-around styling and is a new feature for 1957.

Measuring 15′10″ along the center line, the 435-pound Sirocco 16 has a beam of 72″ and a moulded depth of 43″; a 25-hp outboard motor is said to be capable of planing the craft easily with six adults aboard, and the capacity leaps to eight with addition of jumper seats.

Dryer-riding thanks to moulded in spray knockers and more maneuverable thanks to the full three-inch moulded keel, the Oasis Craft also boasts a reinforced fiberglass deck; double ¾″ transom; a self-bailing transom well; built-in flotation tanks; a walk-through front seat, and a rigid double bottom, battened for extra strength.

Because the manufacturing corporation is growing so fast, Johnson confesses he faces a space problem. The plant was moved last summer from Gowen field to a larger building, but the new quarters are even beginning to be too cramped.

Total employment at Desert Marine is eight—representing considerable growth in the past year—and President Johnson and such key co-workers as Sales Manager Jack J. Barbee and Plant Superintendent Elmer Rice are hoping to fill all present and future orders and to line up dealers in the various areas in the western United States.

For More Information Write No. 1301 on "More Data Card"

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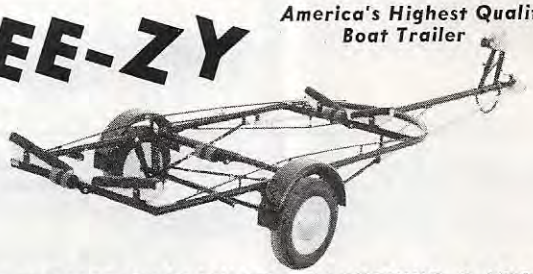

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Magic Standard Swivel Ladders And The All New
Magic "Changeable Hook" Swivel Ladders

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MAGIC TOOL INC.
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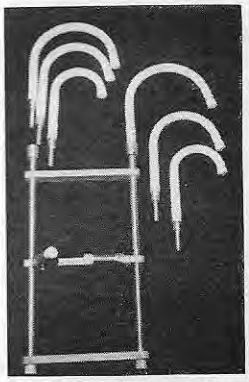

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More Data Nos., EE-ZY 539, Mabsco 540, Magic Tools 541, Epifanes 542 and Dinsmore 543

THE MARKET PLACE

All copy in The Market Place will be limited to advertisements from firms or individuals who want to buy or sell Marinas, Boat Yards or Marine Dealerships. National manufacturers, special services advertisers and dealers looking for trained personnel or manufacturer's representatives desirous of obtaining new lines will also find this section of special advertising value to them.

NO OTHER ADVERTISEMENTS WILL BE ACCEPTED

A charge of 10¢ per word per issue will be made. Please send check or money order with copy. Box number ads will be $1.00 extra.

THE BOATING INDUSTRY, 505 PLEASANT STREET, ST. JOSEPH, MICHIGAN

LINES WANTED — Established manufacturer and distributor with full coverage throughout the Southwest and Midwest areas would like additional lines in the marine accessory field. Campbell Manufacturing Co., Inc., 1345 Plowman Ave., Dallas 3, Texas.

MR. MANUFACTURER of marine accessories: How are your sales in Ohio, Indiana, Michigan, Illinois, Kentucky and West Viginia? Need dealer missionary work? Need regular jobber contacts? Need sales? Need credit information? Need slow accounts collected? Never worry, let us handle all five needs for you. John Cantrell, Box 201, Angola, Ind.

SALES MANAGER of nationally known manufacturer recently set up as manufacturer's agent covering Metropolitan New York, New Jersey and East Pennsylvania. Young, hard-hitting individual. If you have the right product, I can make this your #1 territory. Sid G. Simon, 1152 Maltby Ave., S. Plainfield, N. J.

WE ARE the exclusive export sales representatives of manufacturers of Outboard Motors, Aluminum Boats and some Marine Accessories. We are looking for additional non-competitive lines of Marine Accessories, Boats, Boat Kits and Marine Novelties. Laster Export-Import Co., 7 East 42nd St., New York 17, N. Y.

FOR SALE — 25-year established marine sales and service. Only river location available. Gas dock, yacht club harbor and city park adjoining. Franchises include Johnson, Larson, Crestliner, Century, Tee-Nee, etc. 90% control stock includes real estate, equipment and inventory. Excellent potential. Because of ill health will sell all or part $25,000. A. L. Koch, Appleton, Wis. Phone REgent 3-0616.

PARTNER WANTED—to jointly assist in operating retail salesroom with future outlook toward boat manufacture. Person must be good businessman and salesman with capital to invest. Age no factor. Owner experienced Research Engineer and boat builder. A golden opportunity for the right person. P. O. Box 391, Chester, Va.

WANTED — by established Marine Sales Co. covering the Southwestern states, outstanding lines of marine hardware, boat supplies and accessories. Southwestern Co., Ltd., P. O. Box 3122, Fort Worth, Texas.

WANTED — manufacturers desiring sales distribution in deep South, on motors, boats, canoes, trailers, marine accessories. Contact Costell's, Box 1173, Winter Haven, Fla.

EXPORT MANAGER — desires association with progressive marine manufacturer. Age 34, married. Good administrator with well rounded marine export sales experience. Presently associated with outboard motor manufacturer in responsible position. Write Box 424 c/o Boating Industry.

MANUFACTURERS' REPRESENTATIVE — covering Minnesota, Iowa, Wisconsin, Dakotas desires additional Marine lines. 100% coverage guaranteed by our three salesmen. Write Box 422, c/o Boating Industry.

LINE WANTED — Now selling boat builders, boatyards, boat stores, Eastern Pennsylvania, New Jersey, Southern New York, Southern Connecticut. Established. Stock, give service and advice on installations. Do local advertising. Regular calls. Our own delivery. Have substantial line as distributor. Only interested for resale. Write Box 421 c/o Boating Industry.

WANTED — Experienced marine salesman to call on boat builders, marine jobbers and dealers in the Southeastern States. Must be bondable. Protected established territory, commission with weekly drawing account. Write Box 423 c/o Boating Industry.

LEVOY RICHMOND of Richmond Marine Sales Co., Distributors, 615-627 East Main St., Taylorville, Ill. traveling three salesmen in Illinois, Indiana, Missouri and Kentucky, would like to contact Boat, Motor and Marine Equipment Manufacturers as new Distributors or Manufacturers Representatives for Additional Lines. Please contact LeVoy F. Richmond, Hotel Statler, New York City, January 22, 23, 24 and Congress Hotel, Chicago, February 12, 13 and 14.

ATTENTION MANUFACTURERS REPRESENTATIVES — Do you want to represent the boat that in our opinion has revolutionized water sports in Alabama? We are now ready to supply the whole United States and are seeking active representatives in most territories. We want to have complete coverage by the time of our National Grand Opening at the Chicago Boat Show. Call, write or wire Woodrow Azar, 2126 4th Ave. South, Birmingham, Ala.

OPPORTUNITY UNLIMITED—Marina location in Northern Michigan's fastest growing resort area on inland waterway with access to Great Lakes. New 13,000 sq. ft. building, also 40'x200' enclosing boat wells. Service Burt Lake, Mullett Lake and cruisers on new federal improved channel. Labor available for manufacturing operation. Priced at $65,000 with reasonable terms. DON WHIPP, REALTOR, 1710 E. Michigan, Lansing, Mich. Phone IV 4-1464.

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FLORIDA OUTBOARD BUSINESS OPPORTUNITY — Profitable expanding Marina needs associate with sales promotion and office background. Right man can buy interest and later replace owner. Located in landlocked harbor off Indian River. Twelve months season in fastest growing county in Florida. Melbourne Outboard Marina, Front St., Melbourne, Fla.

FOR SALE — nationally accepted product in Boat Manufacturing. Stock, tools, equipment, formulas, Trade Mark, goodwill. Buildings and acreage optional. Ripe for big expansion. A wonderful opportunity for a manufacturer of boat finishes to add to his line. Other interest and age reason for selling. Write box 419 c/o Boating Industry.

WANTED — Manufacturers Representative to solicit business on coast guard approved life preservers and boat cushions. State territory covered, etc. Apply Box 227, Clifton, N.J.

POSITION WANTED — Naval architect with experience in design and construction of pleasure and work boats desires employment in responsible position with established concern. Experience includes custom and quantity production. Write Box 420 c/o Boating Industry.

Northwood Co. Of Grand Rapids, Mich. Announcing New Hardware Lines For '57

THE 1957 LINE of marine hardware offered by Northwood Co. of Grand Rapids, Mich. will be of a great deal of interest to manufacturers as well as dealers and distributors.

Northwood has been in business since 1940 and during these years has become one of the largest manufacturers of chain spring door stops in the country. It has only been during the last year or so that they have begun slanting their product towards the marine industry. In close examination of the marine field they have found that their chain stops and other items of their manufacture are closely enough related to the needs of the marine field that production of some items can be effected economically.

They are offering the marine trade a complete line of springs of every size and dimension and designed to fill every need. These springs are not only available on special order but a large stock is maintained at all times for immediate delivery.

Other new and interesting products include a new line of marine hardware said to be of the latest design. All pieces are triple chrome plated and come packaged in individual clear plastic bags. Each item has brass-chrome screws. A new coast guard approved cushion is also new this season. This cushion is available in three of the most wanted colors and is of virgin vinyl plastic construction.

A newly designed step plate is also being added to Northwoods marine line for 1957. It features triple chrome plating and is available with either white, red or black rubber treds.

For More Information Write No. 1214 on "More Data Card"

Colco Brackets Are Available For Both Single And Twin Motors

R. G. COLLINS lists any number of reasons why boaters will be interested in considering Colco hinged motor brackets. The Oswego, Ore. firm makes two models—one for single motors and the other for a twin motor installation.

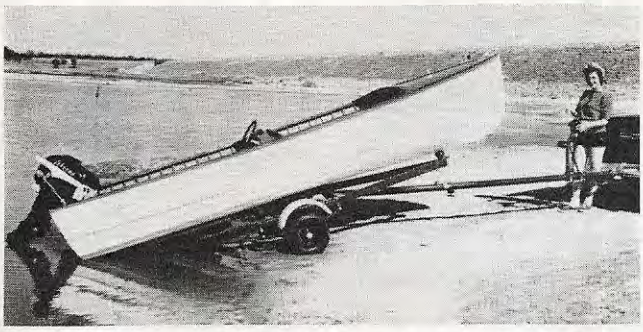
What are some of the advantages to this kind of motor mounting as seen by the manufacturer? Well, first of all, according to Collins, it's easier to change the propeller or shear pin or work on the underwater portion of the motor with a Colco installation. This is because this work can be done without lifting the motor off its mounting.

The brackets are sturdily constructed of aluminum that's alloyed for extra strength and corrosion resistance. More details about installation or prices are available from Collins.

For More Information Write No. 1310 on "More Data Card"

Imperial Trailers Built In Fort Worth Designed For Boat Protection & Easy Loading

A new line of boat trailers is now being produced by the Imperial Trailer Co., Inc. of Fort Worth, Tex. which has been designed with special emphasis on boat protection and easy loading. This new trailer is now ready for nation-wide delivery.



Special emphasis on boat protection and easy loading has been placed on new boat trailer line by Texas manufacturer.

The trailers will be marketed in three different models, relates sales manager O. W. Brown — the Imperial 14, Imperial 16 and Imperial 18. The Imperial 14 model is designed for boats through 14′ and will handle an 800 lb. load. The Imperial 16 handles loads of 1200 lbs. with ease and the Imperial 18 has an 1800 lb. capacity. Any one of the three models is available with wheels of various sizes, states the manufacturer.

For More Information Write No. 1311 on "More Data Card"

New England Boat Show Feb. 24 - Mar. 3 To Be Bigger And Better Than Ever

NEW ENGLAND BOATERS will get a bigger, better look at what's current and choice in boats, engines and marine accessories than they've ever had before during the annual New England Boat Show Feb. 24 through March 3 in Boston's big Commonwealth Armory.

Endorsed by North East Marine Trades Association and managed by the Boston Herald and Traveler, the big event is comparable, says Manager Frank J. Farrell, to the New York and Chicago productions.

The New England show will have a record number of factory displays never before brought to the area.

For More Information Write No. 1312 on "More Data Card"

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	Page No.	Data No.
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Ace Boat Tops	557	391
Ace Trailer Company	391	192
Aero-Craft (Harwill Inc.)	130 & 131	58
Aero Manufacturing Co.	545	364
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Airboats, Inc.	578	451
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Algonac Foundry Co.	221	102
Allan Foundry & Machine Company	514	305
Allan Marine Inc.	165	75
Allcraft Manufacturing Company	451	240
Allen Trailers, Inc.	335	156
Alloy Marine Products Corp.	465	254
Alroy Process Corp.	472	261
Aluma Craft Boat Company	261 & 262	120
Aluminum Co. of America	258 & 259	119
Aluminum Marine Hdwe. Co.	392 & 393	193&194
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Barbour Boats, Inc.	488	277
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Barker Manufacturing Company	420	211
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Behr-Manning Company	521	319
Behrens, H. Manufacturing Company	563	408
Bell Boy Boats, Div. of Bellingham Shipyards Co.	187	85
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Boat 'N Beach Company	578	453
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Boston Herald & Traveler, The	508	297
Botved Boats	597	509
Bowen Manufacturing Company	556	387
Bowman Manufacturers, Inc.	377	180

ADVERTISERS IN THIS ISSUE

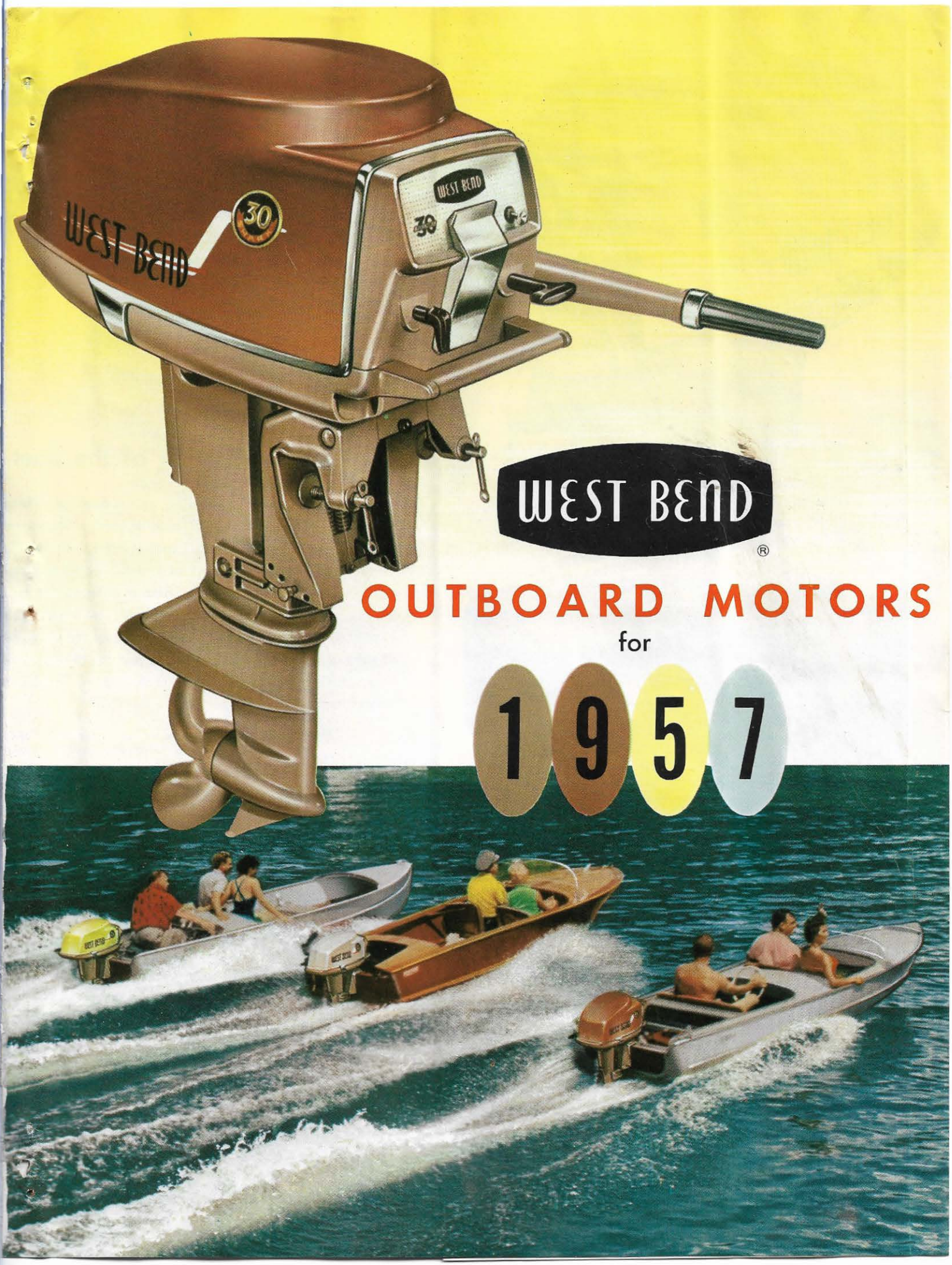
	Page No.	Data No.
Brass & Copper Supply Co. Inc.	576	447
Break-Frame Trailer Corp.	478	267
Brinktun, Inc.	159	72
British Marine Products, Ltd.	584	472
Broadwater Boat Company	555	384
Brown, Andrew Company	99	36
Buell Manufacturing Company	581	462
Byron Jackson Tools, Inc. (P.B.Div.)	108	44
C & F Machine Works	219	101
Cadillac Crusader Marine Engines	107	43
Cadillac Marine & Boat Company	195	89
Cadillac Plastic Company	88	32
Cahir Brush Company	582	466
Calahan, H. A. Inc.	596	508
Cal-Boat Corp.	533	340
Caldwell, E. L. & Sons	456	245
Cambridge Rubber Co., The (Kleets Div.)	543	360
Campbell Manufacturing Company	464	253
Canvas Products Company	390	191
Carlisle Marine Manufacturing Company	461	250
Carlson & Son	467	256
Casey Craft	529, 543, 555 & 573	332
Cast Optics Corp.	539	351
Castolite Co., The	223	103
Cating Rope Works	24	19
Central Machine Works Company	431	222
Century Boat Company	102 & 103	39
Challenger Marine Motors Ltd.	602	529
Champion Spark Plug Company	46	29
Chauvin Industries, Inc.	550	374
Chetek Boat Corp.	100	37
Chicago National Boat Show (O.B.C.)	30 & 31	24
Chris-Craft Corp. (Boat)	109	45
Chris-Craft Corp. (Cavalier)	251	115
Chris-Craft Corp. (Marine Engine Div.)	382	184
Chris-Craft Corp. (Sea Skiff Div.)	235	108
Chrysler Corp., Marine Div.	14 & 15	14
Coast Manufacturing & Supply Company	497	286
College Mill, The	589	487
Columbian Bronze Corp.	374	177
Columbian Bronze (Outboard Propeller Div.)	345	161
Commodore Boat Company	505	294
Commodore Uniform Co., Inc.	559	395
Comstock, David A. & Co. Inc.	599	516
Condon, M. L. Company	575	442
Connecticut Boat Company	541	355
Consolidated General Products Inc.	365 & 366	171
Consolidated Research & Development	7	7
Coperoyd (Metallic Coatings Corp.)	545	363
Cordo Molding Prods. Inc. (Cordo Chemical)	327	151
Cornell, F. M. & Son	551	375
Correct Craft, Inc.	25	20
Cotton-Hanlon, Inc.	528	329
Cowell Boat Works, The	519	316
Crestliner Corp.	233	107
Crest Marine Hardware Co. Inc.	144 & 145	64
Crosby Aeromarine (Div. of Midwestern Industries)	441	230
Crownline Manufacturing Company	558	392
Cruisers, Inc.	429	220
Cuprinol Div., Darworth, Inc.	179	81
Custom Craft	421	212
Dahmer, Henry Inc.	585	475
Daimler-Benz of North America Inc. (Diesel Engine Div.)	215	99
Dakoline Chemical Company	581	463
Danforth Anchors	432, 433 & 434	223
Danielson Manufacturing Company	193	88
Davis, M. M. & Son, Inc.	403 thru 413	204
Dearborn Marine Engines, Inc.	183	83
Del-Tex Marine Products	288 & 289	134
Deluxe Marine Specialties	579	457
Desert Marine, Inc.	562	404
Dettra Flag Co. Inc.	546	365
Dew-Coated Lubricants	448	237
Diamond Lumber	566	418
Dico Company	580	459
Dillabaugh, C. R. Company	587	479
Dinsmore Instrument Company	605	543
Dolphin Paint & Varnish Company	113	49
Douglas Fir Plywood Association	26	21
Dow Chemical Co. (Styrofoam Div.)	10	10
Draw-Tite Company	556	388
Dresser Electric Company	518	313
DuCraft Boats	471	260
Dundee Boats	601	527
Dunn-Rainey Co., The	561	402
Dunphy Boat Corp.	381	183
DuPont, E. I. De Nemours & Company	175	79
Dupont, E. W. & A. P., Inc.	442	231
Duracraft (Ward Bros. Mfg. Co.)	45	28
Duratech Mfg. Corp.	1	2
Durkee Co., Inc. (National Research)	388 & 389	190
EE-ZY Trailer Company	605	539
Earnhart Manufacturing Co.	580	460
Eaton Stamping Company	480	269
Edward Can Company	536	345
Emery Geo. D. Company	516	310
Epifanes Marine Finish	605	542
Evinrude Motors	2, 3 & 349	163&3
Exhibitors, Inc.	515	307
Fabricated Wood Products, Inc.	581	461
Fageol Products Company	447	236
Falcon Alarm Company	568	424
Fanara, James Inc.	548	370
Fanner Mfg. Co. (Philadelphia Hdwe. & Malleable Iron Co.)	454	243
Feather Craft, Inc.	527	328
Federal Marine Motor Company	583	469
Federal Paint Company	315	148
Federal Propellers	450	239
Feik, W. G. Products	546	366
Fenne Boat Company	487	276
Ferbend, S. U. Inc.	11	11
Fernstrum, R. W. & Company	556	385
Ferro Corp., Fiberglass Div.	402 thru 405	202
Fiberglass-Evercoat Company	244	112
Finn Craft	435	224
Finnware Trading Corp.	525	323
Fitler, Edwin H. Co., The	547	368
Fleetcraft Marine Sales Company	351	164
Flightex Fabrics Inc.	185	84
Florida Boat Shield Company	572	435
Florida Plastics, Inc.	597	511
Flotel Div., Gennett & Sons, Inc.	548	369
Flyin' Flivver	566	417
Flying Finn Inc.	205	94
Foremost Commodities	455	244
Forsberg, H. Company	267	122
Foster Oar Company	600	522
Frank's Boat Service	542	357
Freeland Sons Company	469	258
Fuller, W. L.	544	361
Fulton Company, The	309	145
Future Products, Inc.	597	510
Gale Products	85	30
Garelick Manufacturing Company	290 & 291	135
Garrett Corp., The (Air Cruisers Div.)	585	473
General Boat Corp.	148	66
General Marine Company	241	111
Geneva Boats, Div. of Bowman Mfrs. Inc.	576	446
Geneva Metal Wheel Co., The	570	428
Gennett & Sons, Inc. (Flotel Div.)	548	369
Gibbs Boat Company	563	409
Glass Plastic Supply Company	105	41
Glo-Brite Products, Inc.	588	482
Goodrich, B. F. (Spongex Div.)	4	4
Grant Manufacturing Company	516	309
Gray Marine Motor Company	378 & 379	181
Greene, Ray & Company	559	396
Griffin's Outboard Motors, Inc.	554	383
Griffith Rubber Mills	237	109
Griffiths, E. F. Company	573	438
Gross Mechanical Labs.	462	251
Grumman Boats, Inc.	398	199
Gulf Oil Corp.	12	12
H. P. Specialty Company	582	464
Hackensack Cable Corp.	564 & 600	411&521

ADVERTISERS IN THIS ISSUE

	Page No.	Data No.
Hamilton Ply-World Corp.	491	280
Hapco, Inc.	564	412
Harbor Plywood Corp.	86 & 87	31
Harbor Sales Co., Inc., The	514	306
Hardware Designers	602	530
Hart & Burns Co., Div. of Devoe & Raynolds Co. Inc.	446	235
Harwill (Aero Craft)	130 & 131	58
Healey, Lee Company	562	405
Hedlund Manufacturing Company	542	358
Heli-Coil Corp.	588	483
Hern, Sam Marine Sales Distributors	593	498
Higgins, Inc.	125	55
Hill-Cunningham Automatic Pilot Co.	568	423
Hilltop Trailer	436	225
His Lordship Products Company	553	379
Holsclaw Bros. Inc.	37 thru 44	69
Howard Engineering Inc.	300	141
Hughes Boat Company	549	552
Hull Manufacturing Co. Inc.	428	219
Ideal Windlass Company	560	398
Imperial Trailer Co. Inc.	128 & 129	57
Industrial Shipping Co., Ltd.	287	133
Inland Lakes Boat Works	540	354
Instrument Associates	231	106
International Nickel Co. Inc., The	106	42
International Paint Company	32	25
Interstate Lumbermen's Supply Company	521	318
J. B. Brass Foundry Co.	602	531
Jabsco Pump Company	23	18
Jackson, Thos. & Son Co.	566	416
Jervis Corp.	138 & 139	62
Johnson Motors	90 & 91	34
Johnson Propeller Company	604	538
Johnson-Williams Company	554	382
Kahlenberg Bros. Company	549	551
Kainer & Company	104	40
Kaye Yacht Pontoon Boat Company	273	126
Kehrig Manufacturing Company	485	274
Kencast Marine Hardware	525	324
Ketcham & McDougall, Inc. (Aqua Prods. Div.)	399 & 400	200
Kiekhaefer Corp.	277	128
Kilborn-Sauer Company	593	497
Kimball Manufacturing Corp.	17 thru 21	598&16
Kiski Plastics Co. Inc.	583	467
Kohler Company	579	455
Koppers Company, Inc.	329	152
Kraissl Company Inc.	468	257
Kristal Kraft, Inc.	359	168
Kuhls, H. B. Fred	339	158
Kupfrian Manufacturing Company	599	517
Lafayette Supply Company	534	342
Lake Manufacturing Company	527	327
LaMarche Manufacturing Company	601	524
Lawrence Boat Company	495	284
Lee Fastener Corp.	601	526
Lehman Manufacturing Company	574	440
Lister-Blackstone, Inc.	523	321
Little Dude Trailer Company	115 thru 120	51
Lone Star Boat Mfg. Co.	93 thru 96	70
Long, F. A. Company	347	162
Longport Marine Company	325	150
Los Angeles Boat Show (Southern Calif. Sportsman's Show)	519	315
Ludlow Marine Corp.	572	434
Lumex, Inc.	522	320
Lyman Boat Works	401	201
MABSCO Products	605	540
Mac Bay Boat Company	574	441
Macwhyte Company	535	344
Madison Marine Company	305	143
Magic Tool Inc.	605	541
Mah-Zell Precision Products Company	513	303
Mamaroneck Marine Specialties Company	571	433
Marble Boat Mfg. Company	575	443
Marineco (Div. G. K. Distributing Co. Inc.)	526	325
Marine Manifold Corp.	601	525
Marine Plastics, Inc.	217	100
Marine Products, Inc.	425	216
Marine Travelift & Engine Inc.	92	35
Mar-King Industries	567	420
Marmac Products	486	275
Marscot Plastics	112	48
Martin Engineering Company	578	452
Mastercraft Trailers, Inc.	140 & 141	61
Matthews Co., The	475	264
May Craft	275	127
McCarthy Boats	587	481
McCune-Merifield, Philips Co.	449	238
McKean Boats	579	456
McKenzie Boat Works	483	272
Mercury Motors (Kiekhaefer Corp.)	277	128
Merriman Bros. Inc.	494	283
Metallic Coatings Corp. (Coperoyd)	545	363
Meyercord Co., The	528	330
Miami Boat Show	271	125
Miami Marine Industries (Div. of Bowman Mfrs. Inc.)	532	496
Michigan Marine Company	122	53
Michigan Marine Motor Company	600	523
Michigan Wheel Company	417, 426 & 440	208, 217 & 229
Miller, W. H. Corp.	201	92
Minit Spray Corp.	268 & 369	123&173
Minnetonka Boat Works, Inc.	547	367
Moeller Manufacturing Co. Inc.	466	255
Molded Fiber Glass Boat Div.	197	90
Molded Products, Inc.	424	215
Moline Marine Products	598	514
Monostructure, Inc.	603	534
Montague Marine Co. Inc.	603	533
Moody Mfg. Co., The	474	263
Morse Instrument Company	552	378
Muncie Gear Works, Inc.	453	242
Munroe Boats & Motors, Ltd.	553	380
Murray Marine Corp.	490	279
Naden Industries	479	268
Nautical Clock Co., The	577	449
Nayco Marine	604	537
Neehi Protective Coatings, Inc.	599	518
Newsome Fiberglass, Inc.	452	241
Noble Products Company	534	341
Nordberg Engine Div. of Universal Motor Co.	357	167
North American Marine	384 & 385	186&187
Northern Reinforced Plastics Corp.	333	155
Northland Ski Manufacturing Company	415	206
Northwood Co., Inc.	504	293
Oliver Corp., The	123	54
Olson Company	532, 550 & 567	338, 373 & 419
Orlando Boat Company	445	234
Outboard Propeller Div. of Columbian Bronze Corp.	345	161
Owens Yacht Company	177	80
Pacemaker Boat Trailer Co. Inc.	496	285
Palmer Engine Company, The	121	52
Paragon Gear Works, Inc.	414	205
Parker, S. Hdwe. Mfg. Corp.	596	506
Pearson, Ben Inc. (Rea Sea Craft)	444	233
Peninsular Fiberglass Products Inc.	518	314
Penn Yan Boats Inc.	89	33
Penobscot Boat Works, Inc.	602	528
Perkins Marine Lamp & Hdwe. Corp.	341	159
Peters & Russell, Inc.	252 & 253	116
Peterson Bros.	225 thru 228 & 407	104
Pettit Paint Co., Inc.	331 & 332	154
Philadelphia Hdwe. & Malleable Iron Wks. Inc. (Fanner Mfg. Co.)	454	243
Phillips Hardware Company	506	295
Pioneer Manufacturing Company	539	352
Plastic Fabrications, Inc.	303	142
Plastimayd Products Corp.	418	209
Plaza Craft	567	421
Plymouth Cordage Company	292 & 293	136
Polar Kraft Manufacturing Company	249	114
Pompanette Products	558	394

ADVERTISERS IN THIS ISSUE

	Page No.	Data No.
Portable Light Co., The	532	337
Precision Marine Company	257	118
Pre-Vue Company	137	139
Prior Products, Inc.	422	213
Process Hardware Manufacturing Co. Inc.	591	491
Protection Products Manufacturing Co.	396	197
Protective Coatings, Inc.	603	532
Puritan Marine Products	161	73
Rajah Company, The	570	429
Rambler Boat Works, Inc.	571	431
Ramsey Trailers	538	349
Randolph Shoe Company	576	445
Rawlmarine	594	502
Raytheon Manufacturing Company	330	153
Rea-Sea Craft (Ben Pearson, Inc.)	444	233
Red Hand Compositions Co. Inc.	493	282
Red Head Brand Company	152, 188	68, 86
Red Wing Marine Corp.	199	91
Regatta Paints (Baltimore Copper Paint Co.)	423	214
Reimann & Georger	544	362
Reinforced Plastics Corp.	538	350
Revere Supply Company	592	495
Richardson Boat Co. Inc.	36	27
Richardson Rod & Reel Company	562	406
Richland Boat Company	561	403
Ritter Marine Mfg. Company	502	291
River Queen Boat Works	598	513
Roamer Boat Co., (Div. of Chris-Craft Corp.)	142 & 143	63
Robertson Hedges Inc.	577	448
Rolfe Products Company	593	499
Roloff Manufacturing Corp.	586	477
Russell Boats Inc.	517	312
Russell Manufacturing Company	591	492
Sagen Boat Hoist Company	536	346
St. Cloud Marine Mfg. Co.	565	415
San Angelo Die Casting & Manufacturing Co.	481	270
Savage Marine Company	571	432
Scott Atwater Manufacturing Co. Inc.	33, 34 & 35	26
Scott Port-A-Fold Seat Company	595	503
Scottie-Craft Inc.	13	13
Sea Built Boat Mfg. Co. Inc.	568	422
Sea-Lawn Products Company	597	512
Sea Nymph Aluminum Boats (Aero Mfg. Co.)	545	364
Sea Otter Boats	564	410
Seiss Manufacturing Company	583	468
Selleck Watercycle Company	560	400
Selma Trailer & Mfg. Company	484	273
Sheboygan Paint Company	595	553
Shell Lake Boat Company	16	15
Shepherd, J. H. Son & Company	587	480
Shoup, Ransom F. Co.	397 & 459	198&248
Skaneateles Boats	590	490
Skil Corp.	285	132
Skipper Manufacturing Co.	181	82
Smith Interstate Company	476	265
Snug Fit Products	565	414
Socony Mobil Oil Company	Cover II	1
Sonar Radio Corp.	541	356
Sonneborn, L. Sons Inc. (Amalie Division)	584	470
South Bend Tackle Company	513	302
Southern California Sportsman's Show (Los Angeles Boat Show)	519	315
Southern Screw Company	247	113
Southwest Manufacturing Company	269	124
Spar Boat Co. Inc.	512	301
Sparton Automotive (Sparks-Withington Co.)	372	175
Speedicraft Boat Company	265	121
Speedway Trailers (Div. of Dunphy Boat Corp.)	380	182
Spongex (Div., B. F. Goodrich Sponge Prods.)	4	4
Stamas Boat Works	507	554
Standard Motor Products Inc.	501	290
Standard Products Co., The	110 & 111	47
Stannus Propeller Company	569	426
Starcraft Boat Company	133 thru 136	60
Starrett, L. S. Co., The	584	471
Stay Tite Products Co.	540	353
Stearns Manufacturing Co.	443	232
Stem, Chester B. Inc.	554	381
Stemac, Inc.	565	413
Sterling Trailer Div.	189 thru 192	87
Stewart-Warner Corp.	492	281
Stokes Marine Supply Company	537	347
Style-Crafters Inc.	473	262
Suburban Marine Gas Serv.	594	501
Sudbury Laboratory	362 & 363	170
Sumner Boat Co. Inc.	22	17
Surface Coating Engineers	101	38
Surrette Storage Battery Co. Inc.	574	439
Sutton Manufacturing Company	211	97
Swift Woodcraft Inc.	457	246
Switzer Craft	569	427
Taft Marine Woodcraft	590	488
Tarp Seal Adhesives	526	326
Tarr & Wonson, Ltd.	498	287
Taylor, Nelson A. Co. Inc.	126 & 127	56
Tee Nee Trailer Company	171 & 239	77&110
Tektube Marine Products	577	450
Telescope Folding Furniture Co. Inc.	132	59
Tempo Products Company	8	8
Texas Apparatus Company	589	486
Texas Co., The, Marine Sales Div.	Cover IV	600
Thompson Bros. Boat & Mfg. Co.	337	157
Thompson Ski Company	373	176
Thomson Industries	509	298
Tiebout, W. & J. Inc.	594	500
Tillotson Manufacturing Company	395	196
Tilt Bed Industries	595	504
Tomahawk Boat Mfg. Company	299	140
Topper Boat Company	173	78
Towers Corp., Marine Div.	500	289
Trade Tool & Engineering Company	303	144
Trailorboat Engineering Company	604	536
Trippe Manufacturing Company	591	493
Trojan Boat Company	343	160
Tropical Marine Products Company	569	425
Tropicraft Manufacturing Inc.	463	252
Tucker Duck & Rubber Company	603	535
Turner Craft, Inc.	371	174
Turner Enterprises	570	430
Twin Disc Clutch Company	589	485
U-Mak-It Products	530	334
Universal Converting Corp.	438	550
Universal Lubricating Systems, Inc.	387	189
Universal Motor (Nordberg Div.)	357	167
Universal Motor Company	503	292
U. S. Air Tool Company	598	515
U. S. Fiber Glass Prods. Inc. (Boat Div.)	419	210
U. S. Molded Shapes	203	93
U. S. Plywood Corp., (Weldwood Resorcinol Glue Div.)	427	218
U. S. Plywood Corp.	361	169
U. S. Rubber Co., Naugatuck Chemical—Vibrin	294	137
Valley Aluminum Company	535	343
Valley Tow-Rite Industries	458	247
Van Gorden, C. S. & Son	279	129
Viking Boat Corp.	510	299
Vollrath Co., The	209	96
Wagemaker Company	28 & 29	23
Wall Rope Works, Inc.	531	335
Walter Machine Co., The	590	489
Water Bonnet Marine Products Corp.	317 & 406	149&203
West Bend Aluminum	611 thru 616	599
Western Rubber Products Company	580	458
White Bear Water Ski Company	572	436
White, Wilfrid O. & Sons, Inc.	557	390
Whitehouse Reinforced Plastics Co.	355	166
Whitman & Robinson	575	444
Wico Electric Company	489	278
Wilcox, Crittenden Division, (North & Judd Mfg. Co.)	207	95
Williams Marine Company	573	437
Wilmapeg Industries Corp.	311	146
Winner Manufacturing Co. Inc.	437	226
Wizard Boats, Inc.	163	74
Wocco Co., The	558	393
Woolsey, C. A. Paint & Color Co. Inc.	255	117
Worthington Products	149, 150 & 151	67
Yachting Magazine	27	22
Yellow Jacket Boat Company Inc.	229	105


WEST BEND
30
WEST BEND
30
WEST BEND
OUTBOARD MOTORS
for
1957

Colorful as

Fleet of 7 flashing

30 h.p. $490*

with electric starting $550*

with electric starting and generator completely installed at factory $585*

30 h.p.

Shark 30 OBC *certified h.p.*

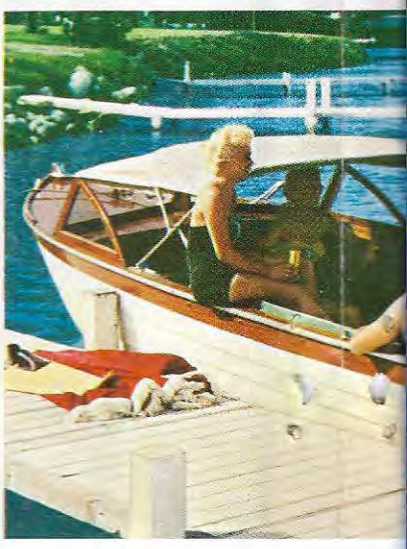
Dynamic new pride of the fleet

Come on aboard! Make this *your* big year of fishing and family boa fun. West Bend's big new "30" proudly leads a fleet of seven su models in flashing new color combinations. The sleek "30" Shark br you surging power, availability of 12-volt electric starting, gene and new "*feather-touch*" remote controls. There's real satisfactio the eager, lightning-reaction starting and a real thrill in the smo hush-quiet acceleration as you head away from the dock. Whether like the excitement of water skiing or join the thousands of new board cruiser skippers—*the Shark's the choice for '57.* 6-gallon remote tank is standard.

JAMAICA TAN	SUN YELLOW	INDIAN COPPER	REEF GRAY

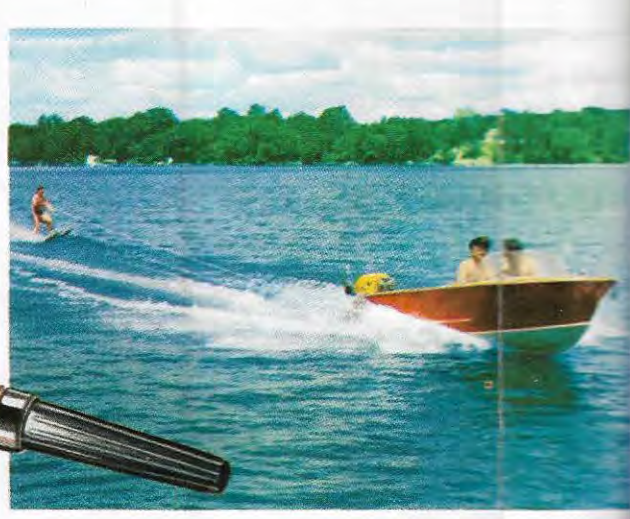
Se yo co

New West Bend colors are lustrous, beauti matched to outdoor living. You can make of Jamaica Tan, Sun Yellow, Indian Copp Gray fiberglas hood for any deluxe mo model comes in Indian Copper and Ja



s the great outdoors

g new models...new color, more power for '57!



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generator
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smooth,
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12 h.p.
$365*

Select your color combination

beautifully-toned,
make your choice
Copper or Reef
e model. 2 h.p.
nd Jamaica Tan

12 h.p.

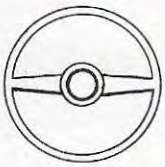
Barracuda

12 OBC certified h.p.

Favorite for family fun

Here's the kind of *instant*-starting, smooth-running, feature-packed, outboard motor you've always dreamed about. West Bend's "12" Barracuda is a masterpiece of trim, compact designing. It weighs only 59 lbs. (little more than ordinary 7½ h.p. motors). Like all West Bend deluxe models it has the exclusive "full-view" dashboard — styled like a sports car — with gear shift, starter and choke all together on the panel. Wherever you go . . . relax for a quiet, *sailing-smooth* ride with all-over acoustical silencing and neoprene-and-spring engine suspension. Remote fuel tank (standard equipment) provides extra hours of carefree outboarding. Cruiser-type remote controls are optional.

New Remote controls for cruising convenience



PUSH-BUTTON POWER STARTING

Available for 30 h.p. model. Choke and starter buttons mounted on remote controller. New '57 Shark features complete new 12 volt electrical system with increased magneto output for faster starts. New magneto-generator for the "30" keeps battery charged.

REMOTE CONTROL FOR FINGER-TIP OPERATION

Every outboard skipper aspires to the real "cruiser convenience" of piloting his engine by remote control. New, improved West Bend gear shift and throttle remotes can be installed either port or starboard, in only a few minutes. Adaptable on all West Bend motors (except 2 h.p.).

fishin' favorites

- **POWERFUL** for big water dependability
- **QUIET** at all speeds
- **COMPACT** for ease of handling

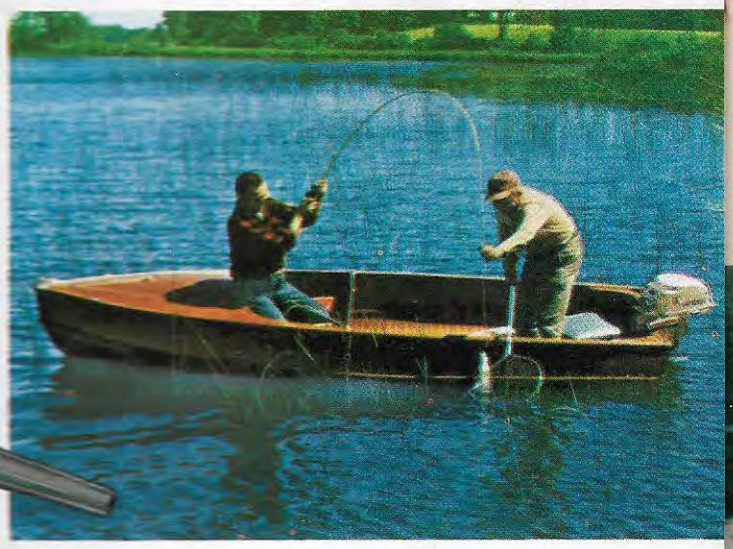
8 h.p.
$265*

8 h.p.

Muskie

8 OBC *certified h.p.*

All-American outboard! The Muskie "8" has logged thousands of miles on the greatest fishing lakes from Canada to the Florida Everglades and throughout the world. Instant-starting, vibration-insulated and built around a smooth, dependable engine, it rates No. 1 with sportsmen. Quickly planes popular size boats with average loads. Will troll all day without a falter. Includes 4½ gallon remote tank.



-packed,
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6 h.p.
$245*

6 h.p.

Pike

6 OBC *certified h.p.*

Whether you're scouting the reeds and shallows or heading for home up to a booming 15 mph, the Pike "6" gives you the same satisfaction of "million dollar quality" that characterizes every deluxe West Bend model. Full reverse gear shift gives you complete maneuverability in and out of tight spots. Twist-grip throttle control. 4½ gallon remote fuel tank is standard equipment. Adaptable for remote controls.

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** all prices shown, f.o.b. factory; Hartford, Wisconsin*

2 h.p.
$135*

2 h.p. "Shrimp"

2 OBC *certified h.p.*

- POPULAR CHOICE FOR DUCK BOATS AND SKIFFS
- AUXILIARY POWER FOR SAILBOATS — IDEAL FOR JUNIOR SKIPPERS
- LIGHTWEIGHT, only 29 lbs., easily stows in trunk of car. A perfect motor for small lake fishing.

Perfect for duck boat or skiff — this popular, lightweight air-cooled outboard. Ideal "second" motor for the family with a big outboard, as auxiliary power for sailboats, to mount on a canoe or for the safe and sane use of the junior skipper. Usable in the murkiest shallows or on the coldest day because it has no water pump. Weighs only 29 lbs. . . . full 360° pivot-reverse. Runs 2 hours on tankful of fuel.

WEST BEND OUTBOARD MOTOR SPECIFICATIONS

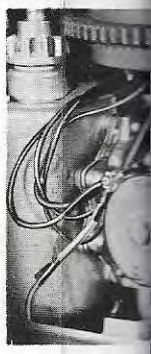
OBC Certified Horsepower	30 Drake at 4000 R.P.M.	12 Barracuda at 4000 R.P.M.	8 Muskie at 4500 R.P.M.	6 Pike at 4500 R.P.M.	2 Shrimp at 4000 R.P.M.
No. of cylinders	2	2	2	2	1
Piston displacement	38.26 cu. in.	17.72 cu. in.	11.97 cu. in.	10.60 cu. in.	3.76 cu. in.
Bore and stroke	3"x2.706"	2⅜"x2"	2⅛"x11/16"	2"x11/16"	1¾"x1 9/16"
Type of gear — gear ratio (engine to propeller)	Zerol Bevel 13:21	Zerol Bevel 14:23	Zerol Bevel 14:23	Zerol Bevel 14:23	Zerol Bevel 14:21
Propeller (Diam. & pitch)	10⅜x12	8.5x8	8x8	7.5x4	6½x4
Type of engine cooling	← Water Pump →				Air-cooled
Net weight	114 lbs.	59 lbs.	56 lbs.	56 lbs.	29 lbs.
Transom height	15 inches	15 inches	15 inches	15 inches	15 inches
Approx. speed range	3 to over 30 m.p.h.	1½ to 25 m.p.h.	1 to 20 m.p.h.	1 to 15 m.p.h.	½ to 7 m.p.h.
Fuel tank capacity	6 gallons	6 gallons	4½ gallons	4½ gallons	7 pints
Ave. running time; full speed	1¾ hrs.	3 hrs.	3 hrs.	4 hrs.	2 hrs.
Starting method	← Automatic rewind starter →				
Reverse operation	← Gear shift →				360° pivot
Neutral operation	Yes	Yes	Yes	Yes	No
Speed control	← Synchronized twist-grip →				Lever type
Cushion-power mounting	Yes	Yes	Yes	Yes	No
Long leg model for cruisers*	Yes	Yes	Yes	Yes	No
Adaptable for remote controls	Yes	Yes	Yes	Yes	No
Adaptable for electric starting and generator	Yes	No	No	No	No

*Standard transom height, 15 inches; special legs 5 inches longer for 20 inch transoms. Available at extra cost.

West Ben

brings you

SIMPL
ELECTRIC STAR
You convert
convenience
tric starting in
standard plug-
remote unit to
work.



MAGNET
AUTOMAT
BA
Battery charge
times with the
available for
button stays
tery is being
installation rig

NEW
ELECTR
Automotive-typ
er magneto o
r.p.m. cranking
easier starting.

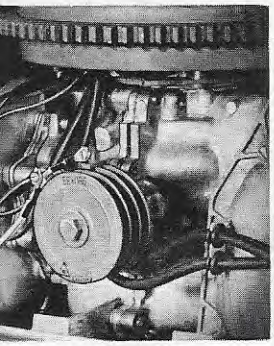
t Bend's big new

30 SHARK

you deluxe features

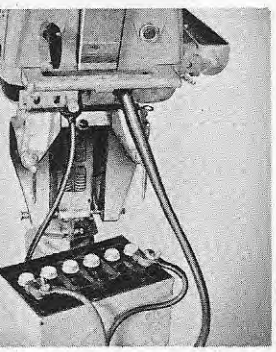
SIMPLE PLUG-IN
IC STARTING CONNECTIONS

onvert to the ultra-modern
nience of push-button elec-
arting in an instant now. A
rd plug-in adaptor connects
e unit to the motor. No extra



MAGNETO-GENERATOR
TOMATICALLY CHARGES
BATTERY

y charge is maintained at all
with the new generator unit
ole for the big "30." Starter
stays illuminated when bat-
being charged. Complete
ation right at factory.



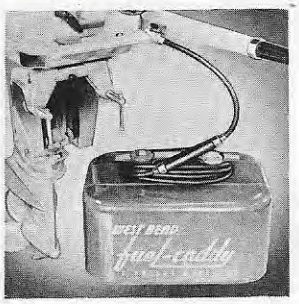
NEW, 12 VOLT
ELECTRICAL SYSTEM

otive-type system gives great-
neto output, provides 800
cranking speed for faster,
tarting.

Yours for new outboarding convenience in '57

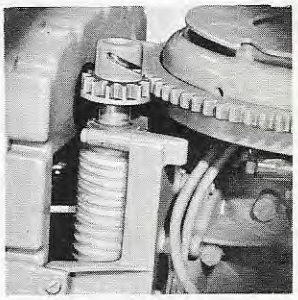
FULL-VIEW CONTROL PANEL

Exclusive! Forward, neutral and reverse gear shift, choke and starter located together on the dash panel at the front of the motor. In instant reach at all times.



SAFE PUMP-OPERATED
FUEL TANKS

An ideal safety feature. West Bend remote fuel tanks are not pressurized — gas mixture is never pumped through hose connection unless motor is operating.

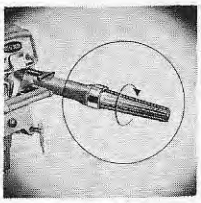


EZE-PULL
GEAR-RATIO STARTING

Easy as opening your tackle box! Starter is geared so that every ounce of pull is multiplied 4 to 6 times. You never pull flywheel directly. Takes old-fashioned effort out of starting.

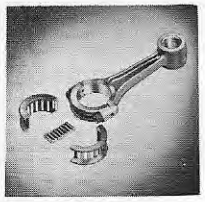
LOW LEVEL
STARTER

Located in perfectly balanced position. Motor won't tilt — you can start it with one hand.



TWIST-GRIP
SPEED CONTROL

Throttle control on the handle so you can steer and control speed at same time. Fast reaction.



STEEL
(Needle bearing)
CONNECTING RODS

Gem-hard needle bearings in upper unit; roller and ball bearings in lower — cushioned for trouble-free, smooth operation.

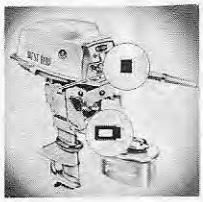
COMPACT

Lots of power — fewer excess pounds. Low, swept-back styling makes the 12 h.p. trimmer than most 7½ h.p. models.

Guaranteed for one full year!

Guarantee

You buy West Bend Outboard Motors with complete confidence, always, because each West Bend model carries with it a full year's warranty from date of purchase against any defects in materials or workmanship. No other outboard manufacturer in the world stands more solidly behind his product.



"FLOATING POWER"
MOUNTING

So smooth! Neoprene insulated propeller plus spring - and - neoprene suspension of engine provides West Bend "floating power."

STAINLESS STEEL
UNDERWATER
PARTS

Stainless steel shafts and fasteners. All aluminum parts are specially treated (Lyfánite coating) to resist corrosion.

Products of WEST BEND ALUMINUM CO., West Bend, Wisconsin

OB-177

Litho in U. S. A.

MORE DATA INQUIRY CARDS

FOR ANSWERING ADS AND FOR MORE DATA FROM NEWS ITEMS

MORE DATA CARD

Please have the manufacturers (whose more data numbers we have noted in spaces at right) send us more specific information.

WILL YOU PLEASE PRINT

FIRM NAME

MY NAME

TITLE

STREET ADDRESS

CITY

STATE

HERE'S OUR TRADE CLASSIFICATIONS

☐ Boat Builder ☐ Yard Operator ☐ Architect
☐ Dealer ☐ Jobber ☐ Distributor

SERVICE FOR JAN. ISSUE EXPIRES MAR. 15, 1957

Write DATA Numbers HERE

Above are DATA Numbers NOT Page Numbers

JAN. '57

How To Use The More Data Cards

You do not have to use both of them at the same time. These two more data cards are for your convenience.

1. *Answering Ads.* Print the advertiser's data number (not the page number) in the spaces provided on the card. The data numbers are indicated on the bottom of each page carrying advertising.
2. *Answering News Items.* At the end of each story about new products a data number appears. More information can be obtained by printing the correct data number or numbers in the spaces provided on the card. Be sure to use news story data numbers, not page numbers.
3. *Carefully Print,* in the space provided, the firm name — your name and title — the street address, city and state. *Be Sure To Check Your Trade Classifications.*
4. *Mail The Card* to us, no postage necessary. (Canadian and foreign readers will have to affix postage stamps.)

ONLY INQUIRIES FROM FIRMS ON OUR CIRCULATION LIST WILL BE SENT ON TO MANUFACTURERS
(If you are not on our list—write us)

MORE DATA CARD

Please have the manufacturers (whose more data numbers we have noted in spaces at right) send us more specific information.

WILL YOU PLEASE PRINT

FIRM NAME

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JAN. '57

FIRST CLASS
PERMIT NO. 35
(Sec 34.9 P.L.&R.)
ST. JOSEPH, MICH.

BUSINESS REPLY CARD
NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

3¢—POSTAGE WILL BE PAID BY

BOATING INDUSTRY
505 PLEASANT ST.
ST. JOSEPH, MICHIGAN

MORE DATA INQUIRY CARDS

Do Your More Data Cards Get Into The WRONG HANDS? Our experience shows that some do. This results in prospects (maybe yours) trying to deal direct. Of course our questionnaire check-up prevents their success but we believe it could be avoided entirely by these precautions:

1. Let only authorized personnel remove More Data Cards from your copies of THE BOATING INDUSTRY.
2. Let only authorized personnel use them for your trade inquiries.
3. Have each More Data Card filled in *Clearly, Completely,* and *Accurately.*
4. Please observe the expiration date of each.

Turn over this page to secure more data from manufacturers who have advertisements in this issue or have news items about their new products. Canadian and Foreign readers must affix postage stamp of their country as U.S. postage prepaid reply cards may be mailed in the United States Only.

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ST. JOSEPH, MICHIGAN

Pacific Marine Supply Co.

Quality Merchandise and Genuine Service

1213-1223 WESTERN AVE., SEATTLE 1, WASH., TELEPHONE MUTUAL 4848

CABLE ADDRESS: PANETCO SEATTLE
CODE: A.B.C.-5TH EDITION & BENTLEY'S

Affiliates:
Oregon Marine Supply .. Portland & Astoria
Pacific Fishing & Trading .... Seattle

Mercury Outboard Motors and Parts
Universal Gas Engines and Parts
Pacific Pumpers and Parts
Netting and Twine
Ship Supplies
Cordage

December 7, 1956

The Boating Industry
St. Joseph,
Michigan

Attention: Mr. James Peaslee

Dear Jim:

All the members of the Northwest Marine Industries, Inc. of Seattle were certainly most pleased that you were able to attend our Ninth Annual Seattle National Boat Show. You also pleased us with the fine statements you made about our show.

I would like to repeat here for the record the things that I said to you personally and in public at our packed-house Boat Show Dealer Day Luncheon November 28:

There are a lot of magazines that come over my desk either at the office or at home and I can very honestly say that I read THE BOATING INDUSTRY most thoroughly of any. In fact, I look forward to the advertisements and read every one in the magazine--I do not come close to doing that in any other publication. The editorial content is naturally of great interest because it touches entirely on things close to my own business. From both the editorials and advertising we pick up many hints for our own progress and profit. You ought to be proud of your product, Jim, and deserve every compliment that could be passed your way.

I am looking forward to seeing you at the next big boat show.

Most sincerely,

PACIFIC MARINE SUPPLY COMPANY

Bob

R. D. Ladd
Vice President and
General Manager

RDL:fm

43

For more boats at your dock!

Texaco Sky Chief Marine Gasoline: It's super-charged — with Petrox, Texaco's petroleum-base additive. It's specially stabilized — to prevent gum in the fuel system or harmful deposits in the engine. Puts more pep and power into engines — inboard or outboard — than any other fuel. Protects against rust and wear.

Advanced Custom-Made Havoline Motor Oil: Choice of the racing champions. Extra heavy duty — for all gasoline and diesel inboards. Keeps engines clean for easy starts, full-flowing power. Prevents rust, fends off wear.

Texaco Outboard Motor Oil: Highly refined, straight mineral oil. Keeps rings free, ports clear, spark plugs clean. Assures easier starts, smoother operation.

Texaco Outboard Gear Grease or (for fluid lubrication) *Texaco Outboard Gear Oil EP 90:* Best protection for underwater gears and bearings from rust, corrosion and wear.

And don't forget: You have Texaco Cruising Charts, Texaco Mailport Service and a host of other helpful material all designed to bring more boats to your dock. The Texas Company, *Marine Sales Division,* 135 East 42nd Street, New York 17, N. Y.

Come Aboard! Texaco Booth C-185
National Motor Boat Show
New York Coliseum
January 19-27

TEXACO PRODUCTS
DISTRIBUTED IN CANADA BY
McCOLL-FRONTENAC OIL COMPANY, Limited

TEXACO
REG.T.M.

TUNE IN . . . METROPOLITAN OPERA radio broadcasts Saturday afternoons, ABC.

More Data No., The Texas Co. 600